

SURVEY OF RESIDENTS
OF THE CITY OF DALLAS
APRIL, 2013



ADVANCED MARKETING
RESEARCH INC.

Research Objectives

Measure attitudes and opinions regarding services and current issues in the city:

- Rate specific Dallas city services
- Determine use and attitudes toward library services
- Determine use and attitudes toward city parks and trails
- Probe attitudes toward recreational offerings
- Determine satisfaction with city response when contacted by residents

Methodology

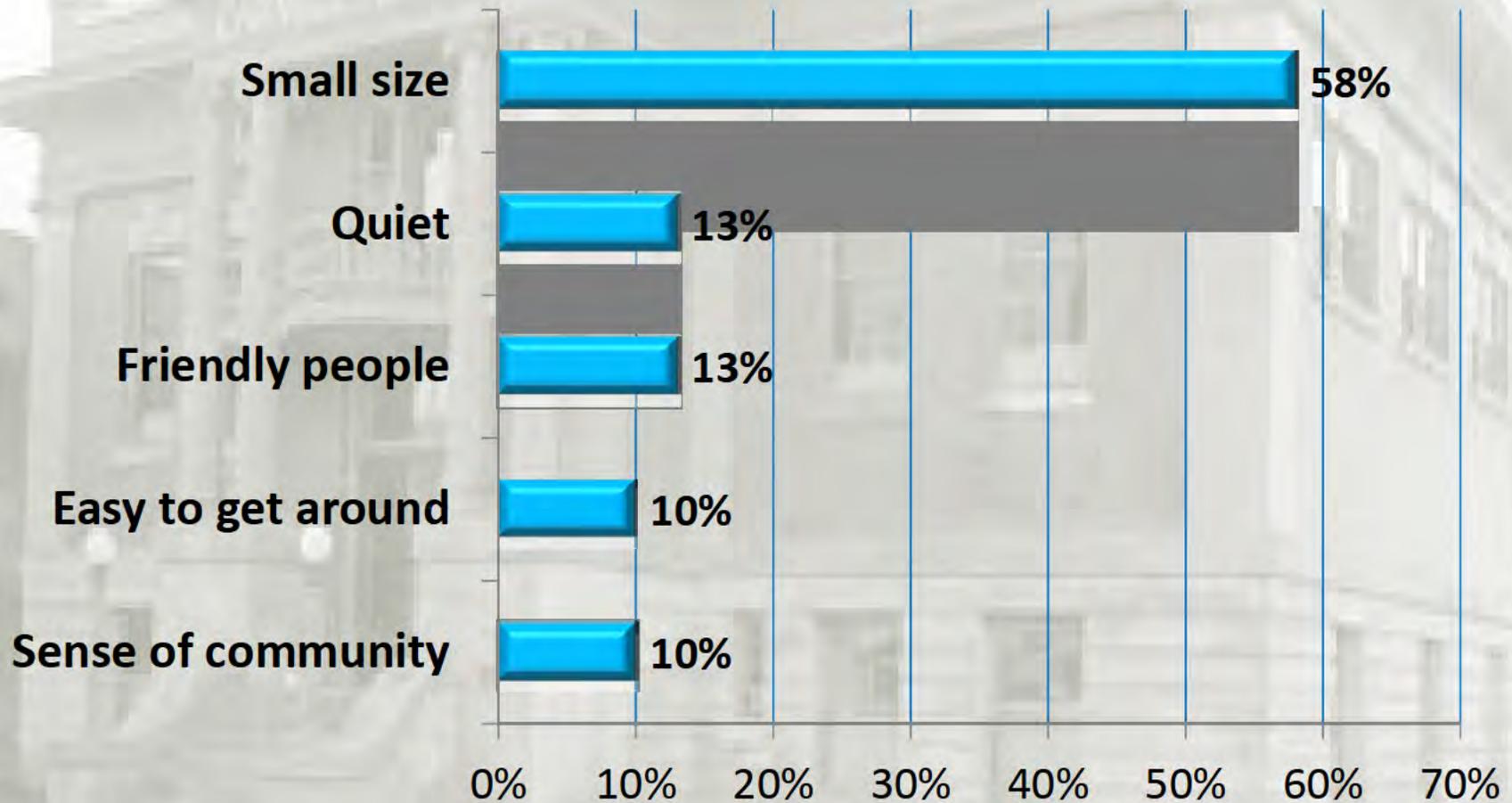
- Telephone survey
- 401 interviews completed with Dallas residents
- Conducted between April 1 and April 18, 2013
- 82% response rate
- Plus or minus 4.9% confidence interval



Analysis of Data



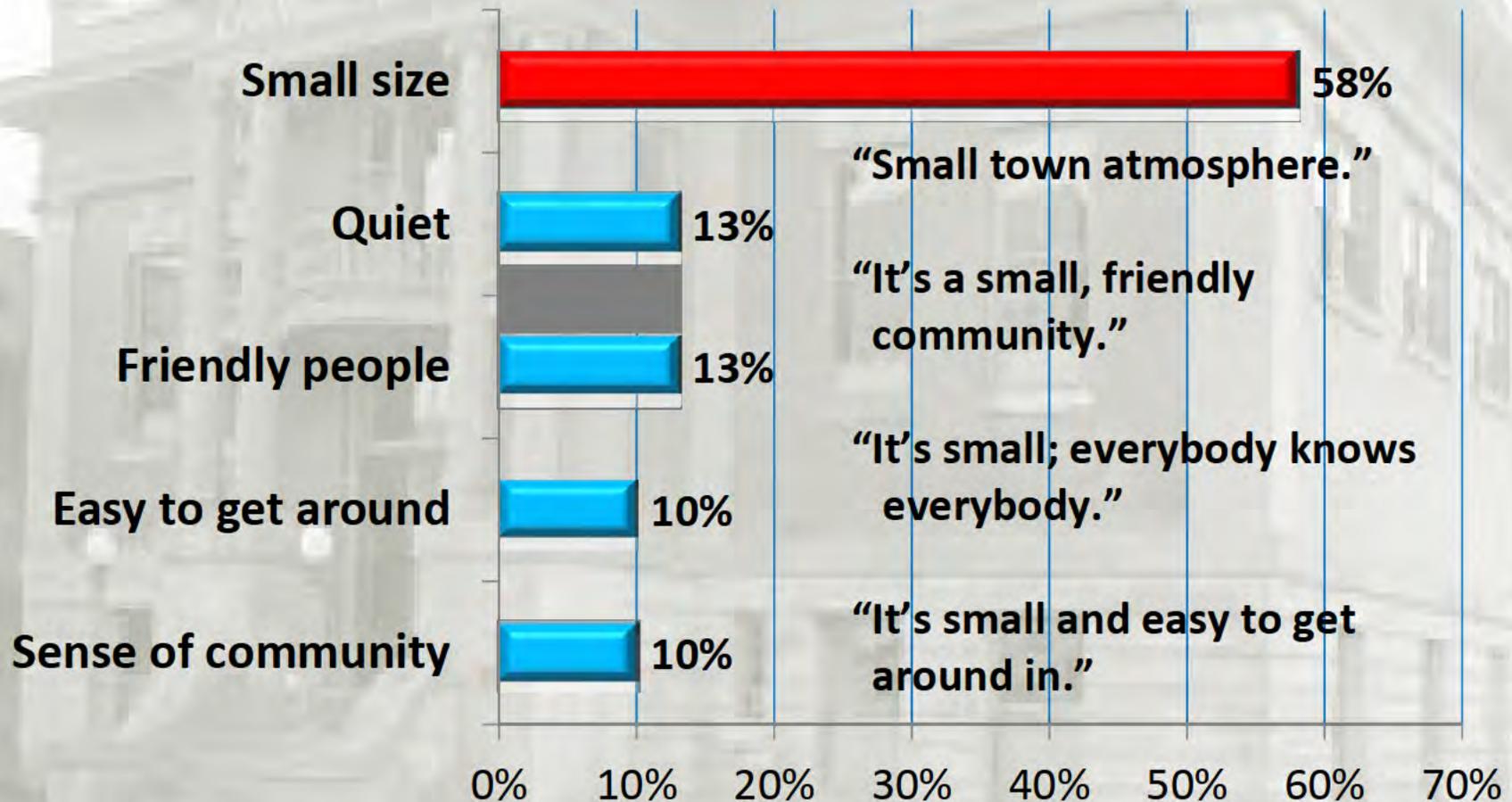
Like Most About Dallas



See Table 3 for responses less than 10%.

Multiple responses possible; total may exceed 100%.

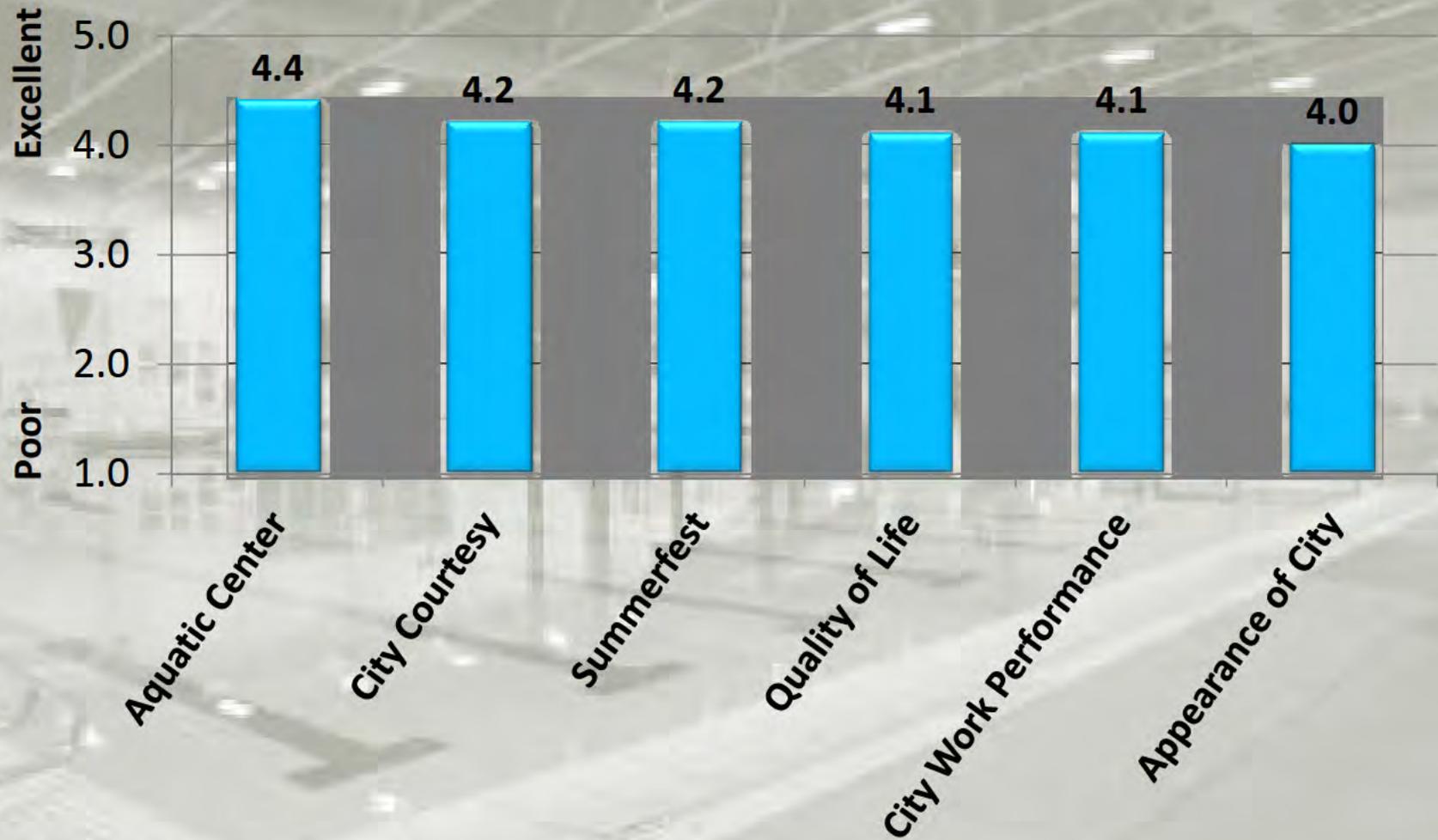
Like Most About Dallas



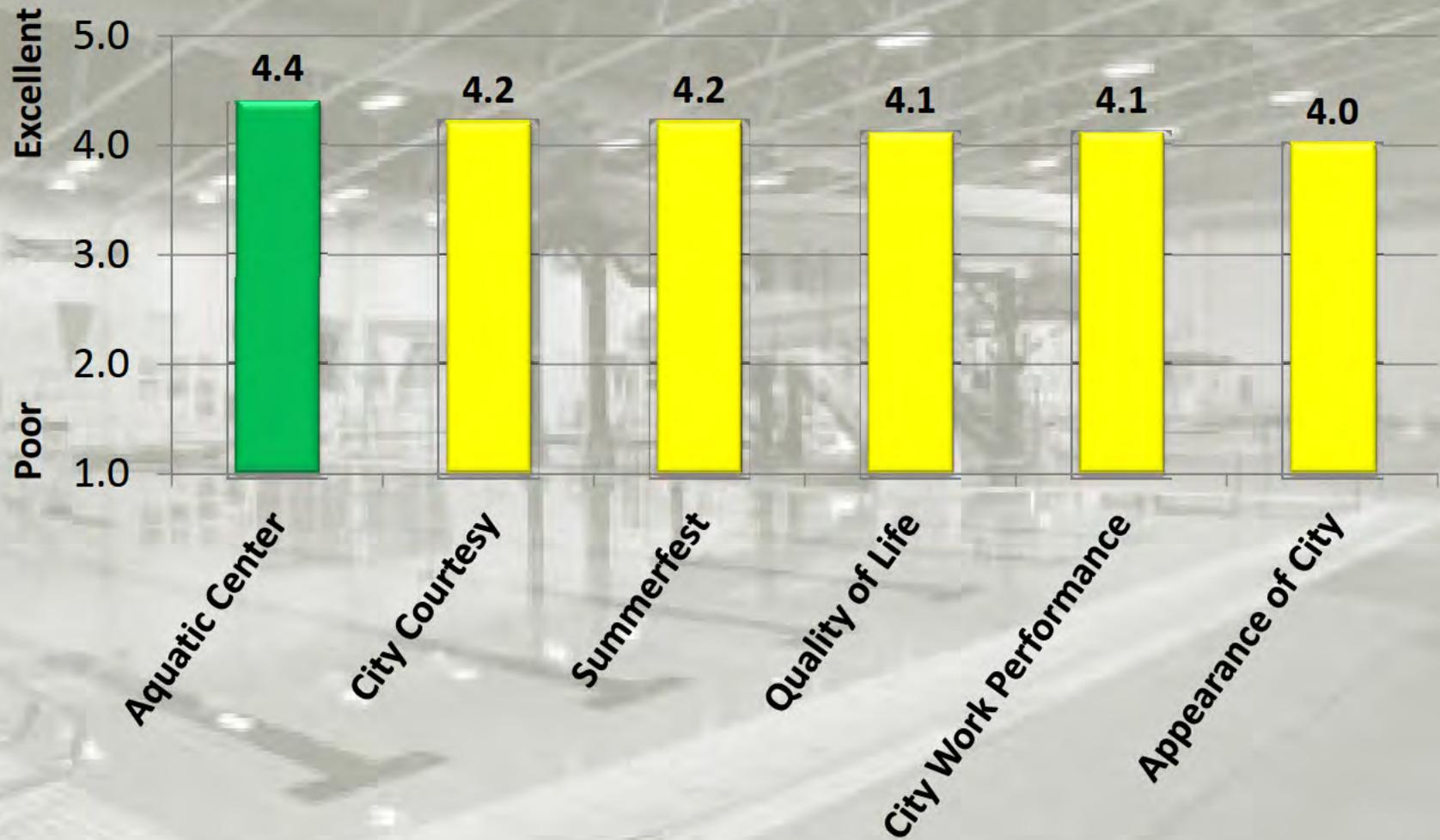
See Table 3 for responses less than 10%.

Multiple responses possible; total may exceed 100%.

Dallas City Services: Events & General Performance



Dallas City Services: Events & General Performance

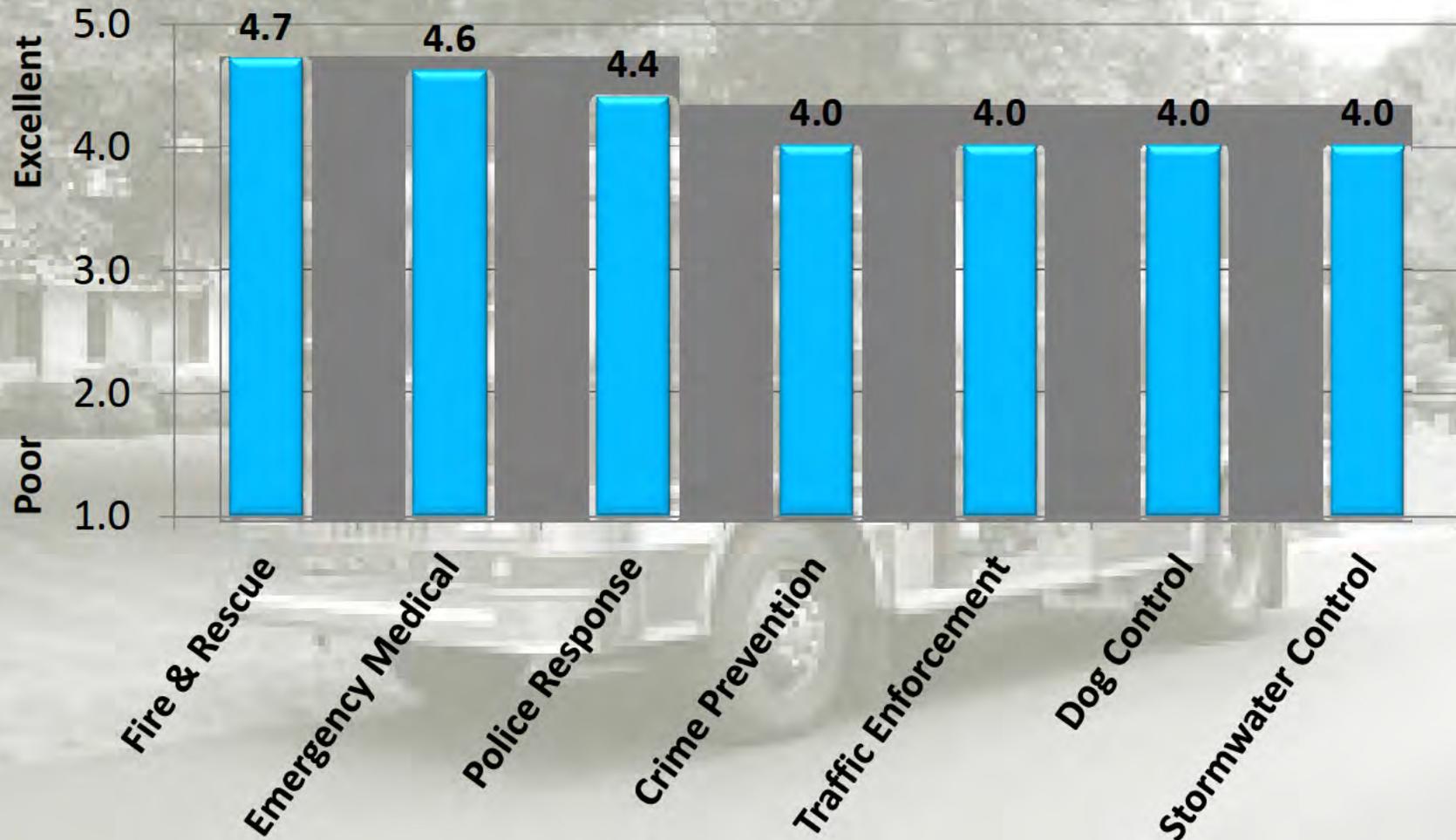


Appearance of the City

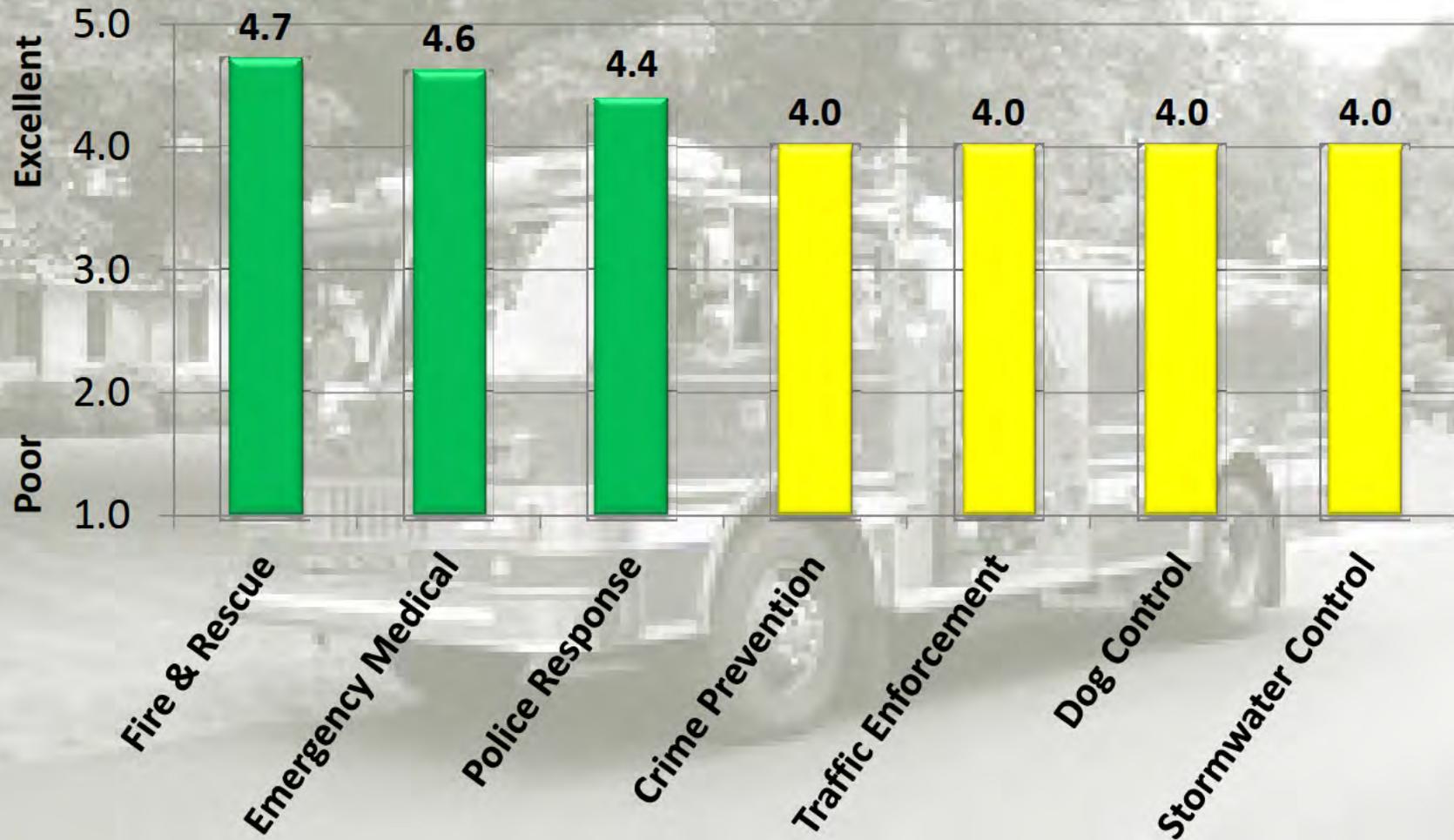
- “Dreary and old-fashioned downtown. Hasn’t gotten better in ten years. It’s outdated.”
- “Storefronts could look better; looks dowdy.”
- “A lot of stores are closed downtown. The buildings are dead looking.”
- “Looks shabby because of closed businesses.”

n=17 low scores to “appearance of city”

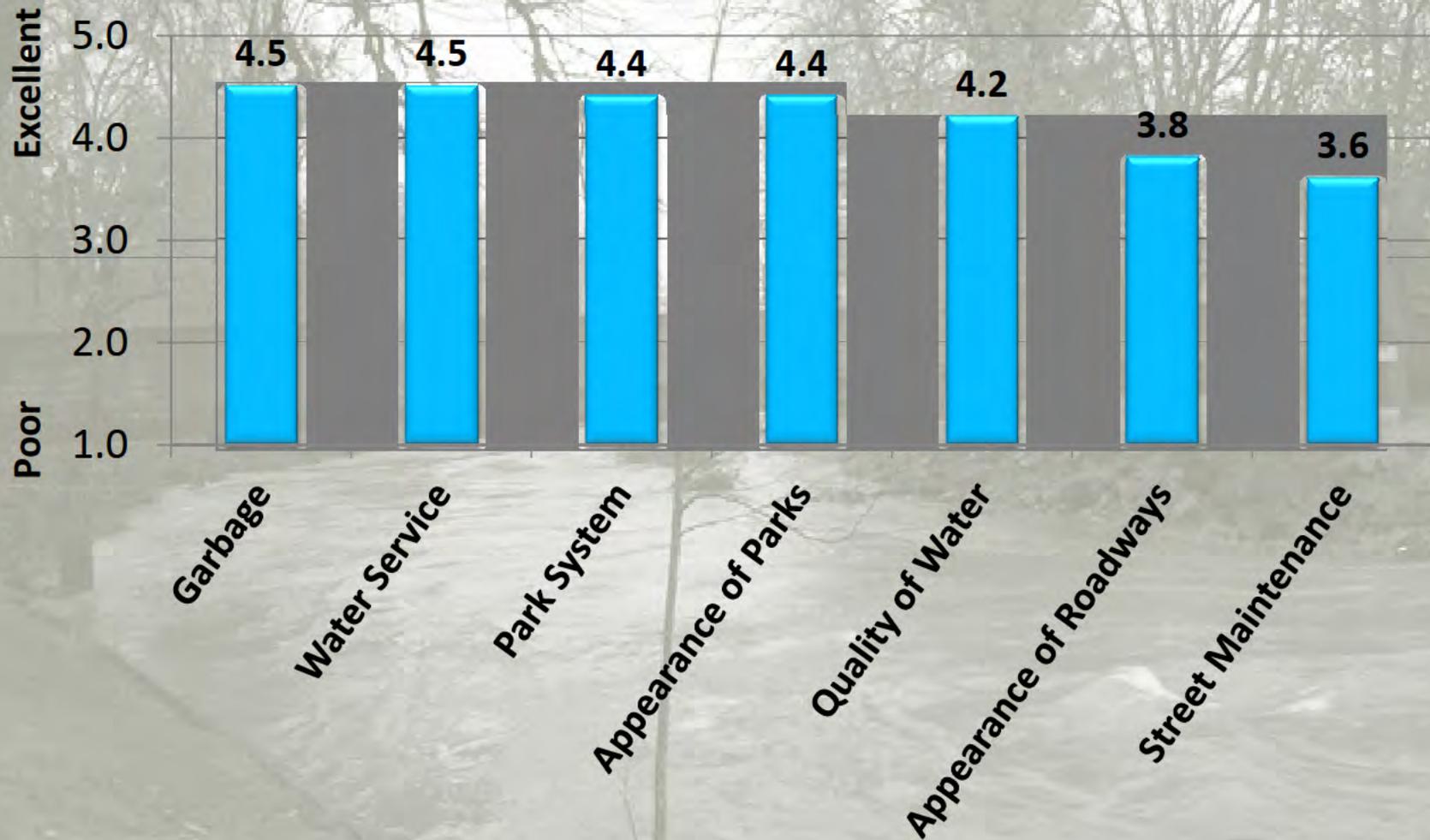
Dallas City Services: Emergency/Control



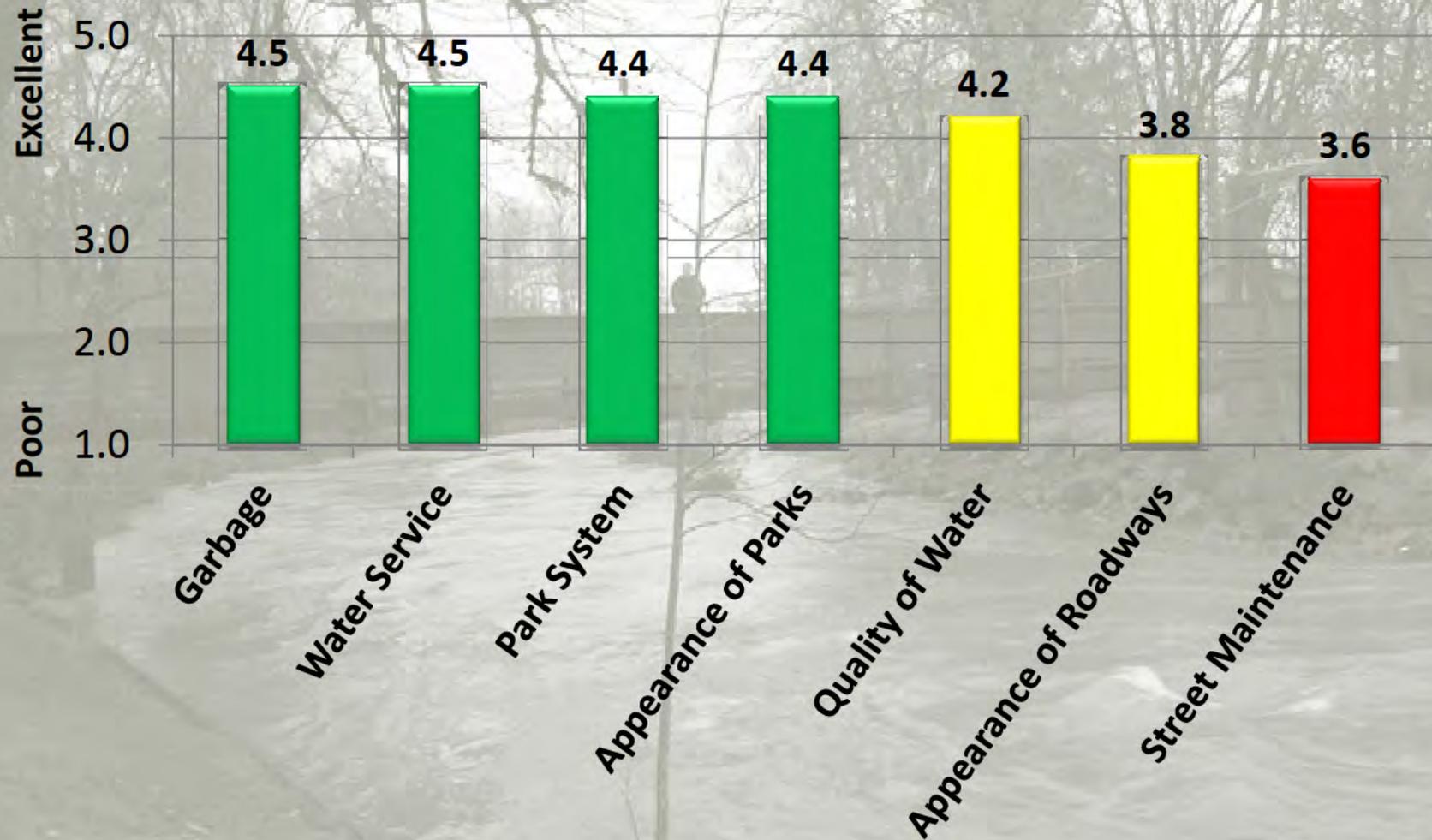
Dallas City Services: Emergency/Control



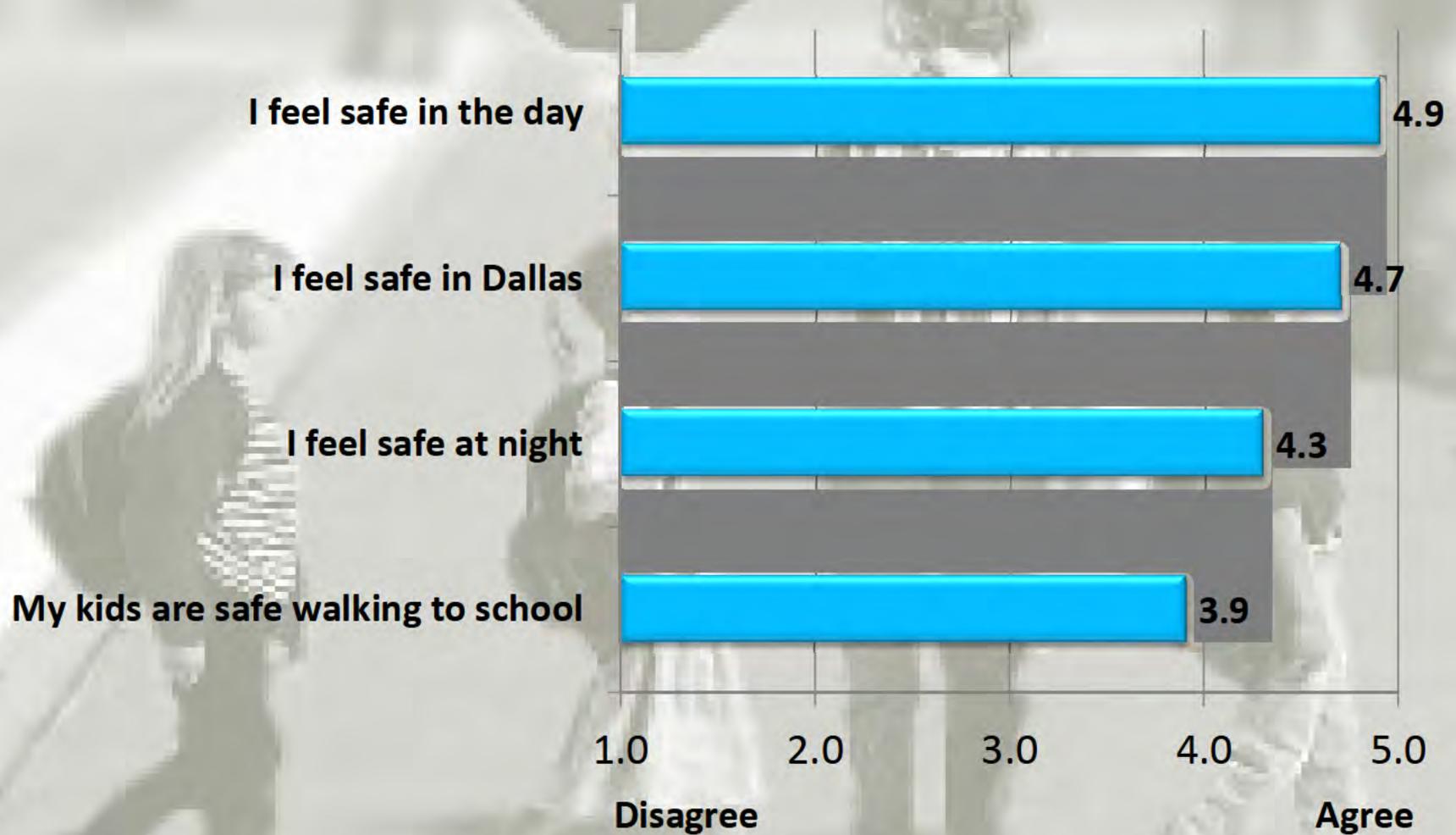
Dallas City Services: Utilities



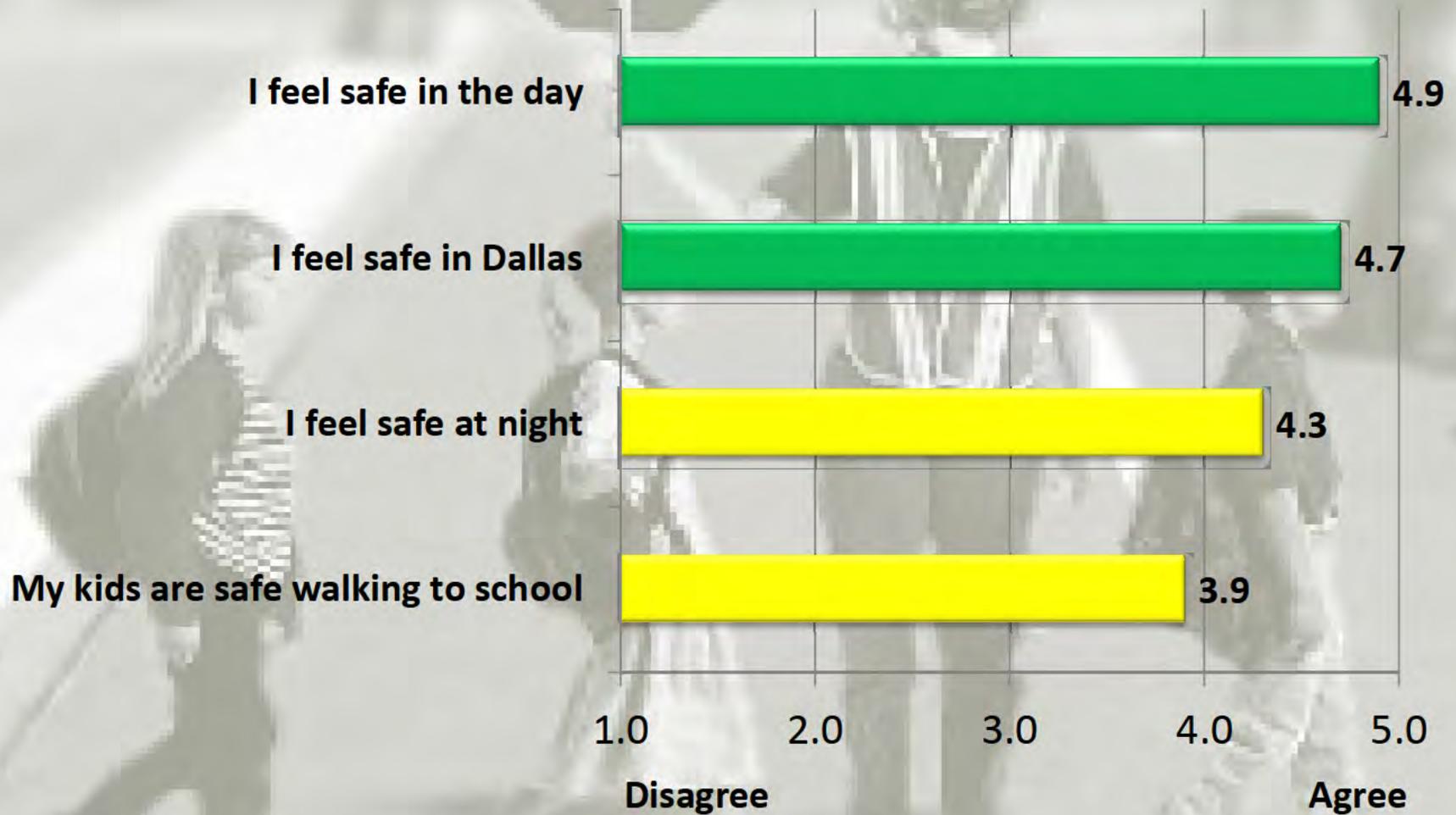
Dallas City Services: Utilities



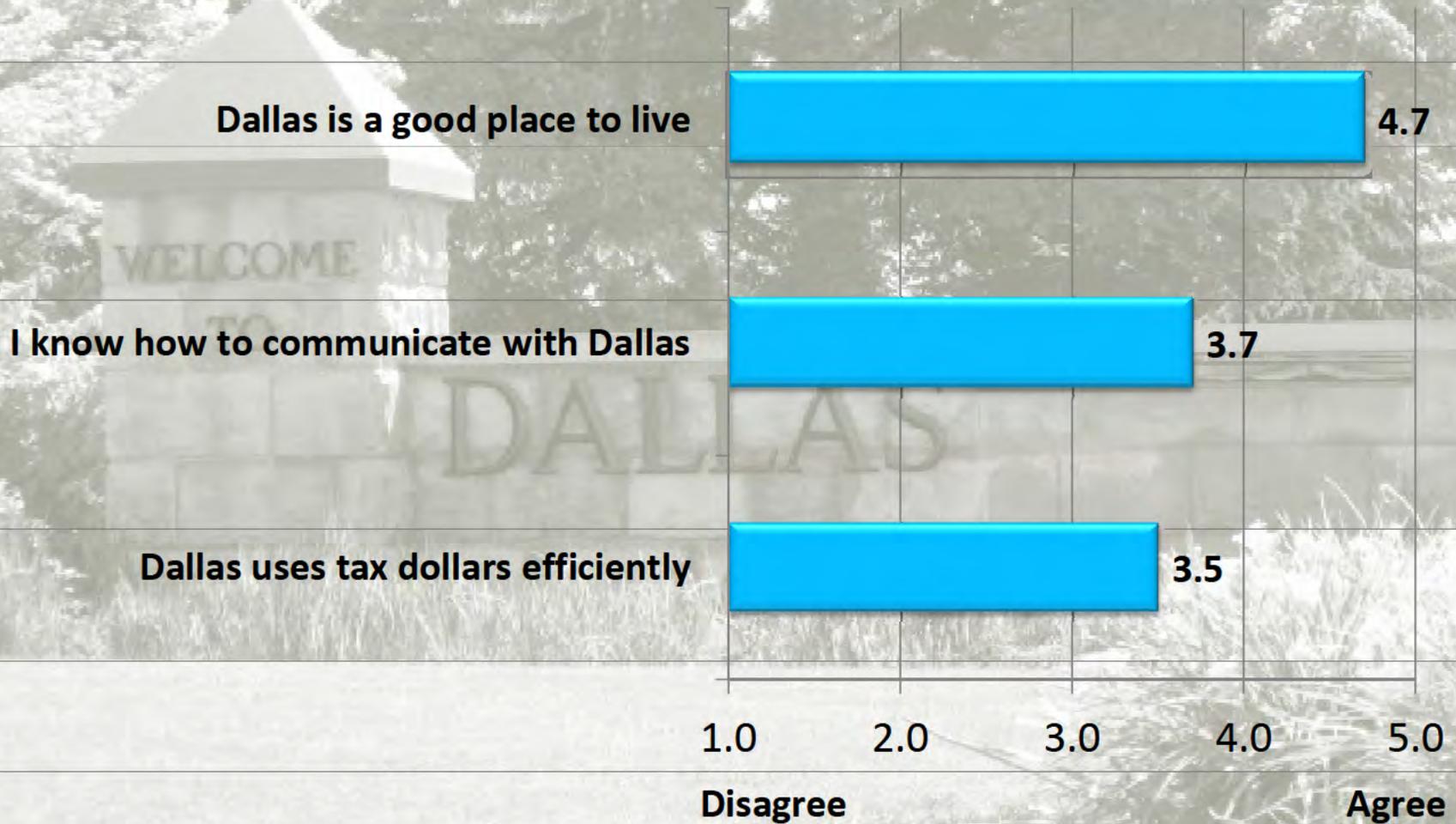
Agree/Disagree: Safety



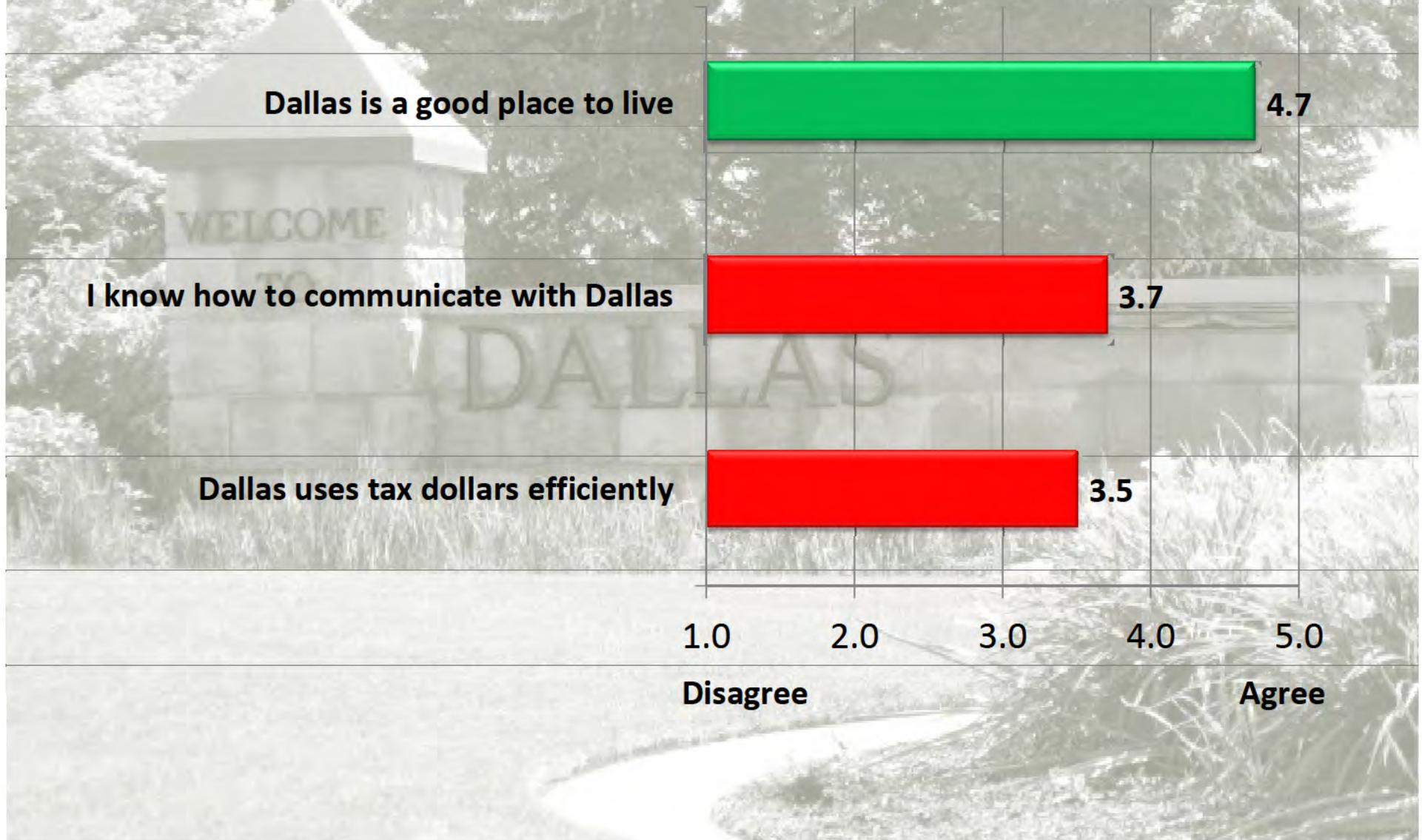
Agree/Disagree: Safety



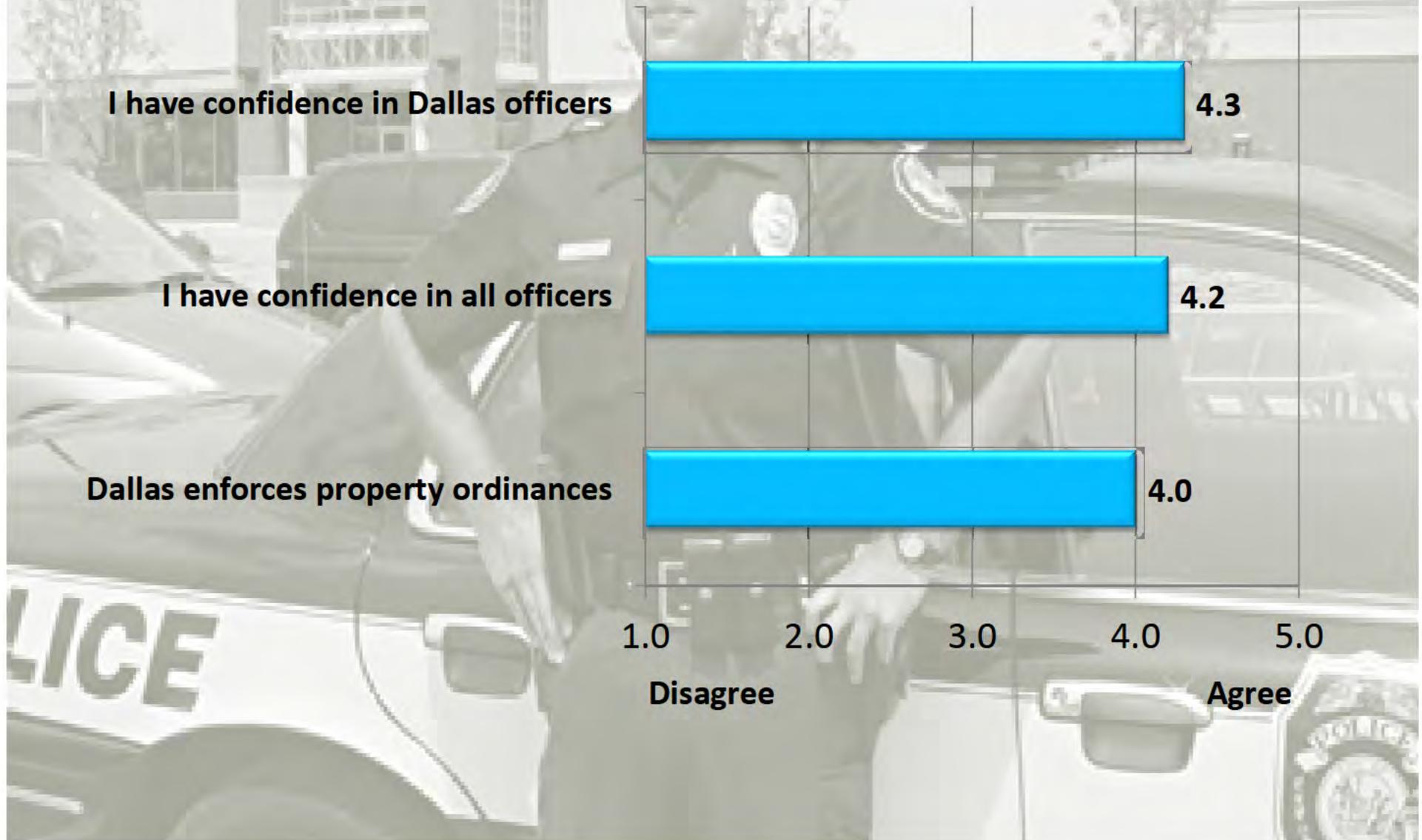
Agree/Disagree: City Issues



Agree/Disagree: City Issues



Agree/Disagree: Police



Agree/Disagree: Police

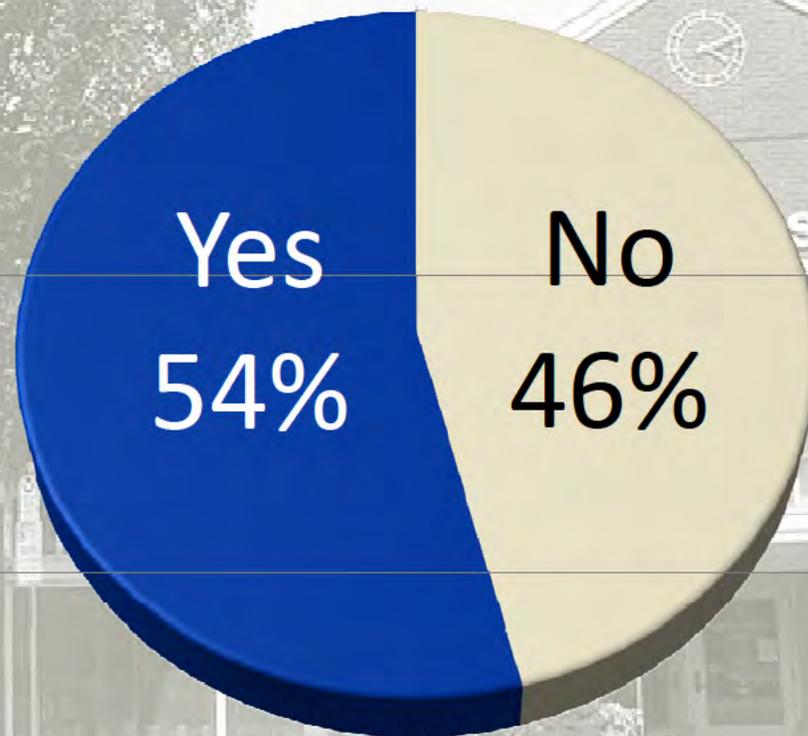


Property Maintenance Ordinances

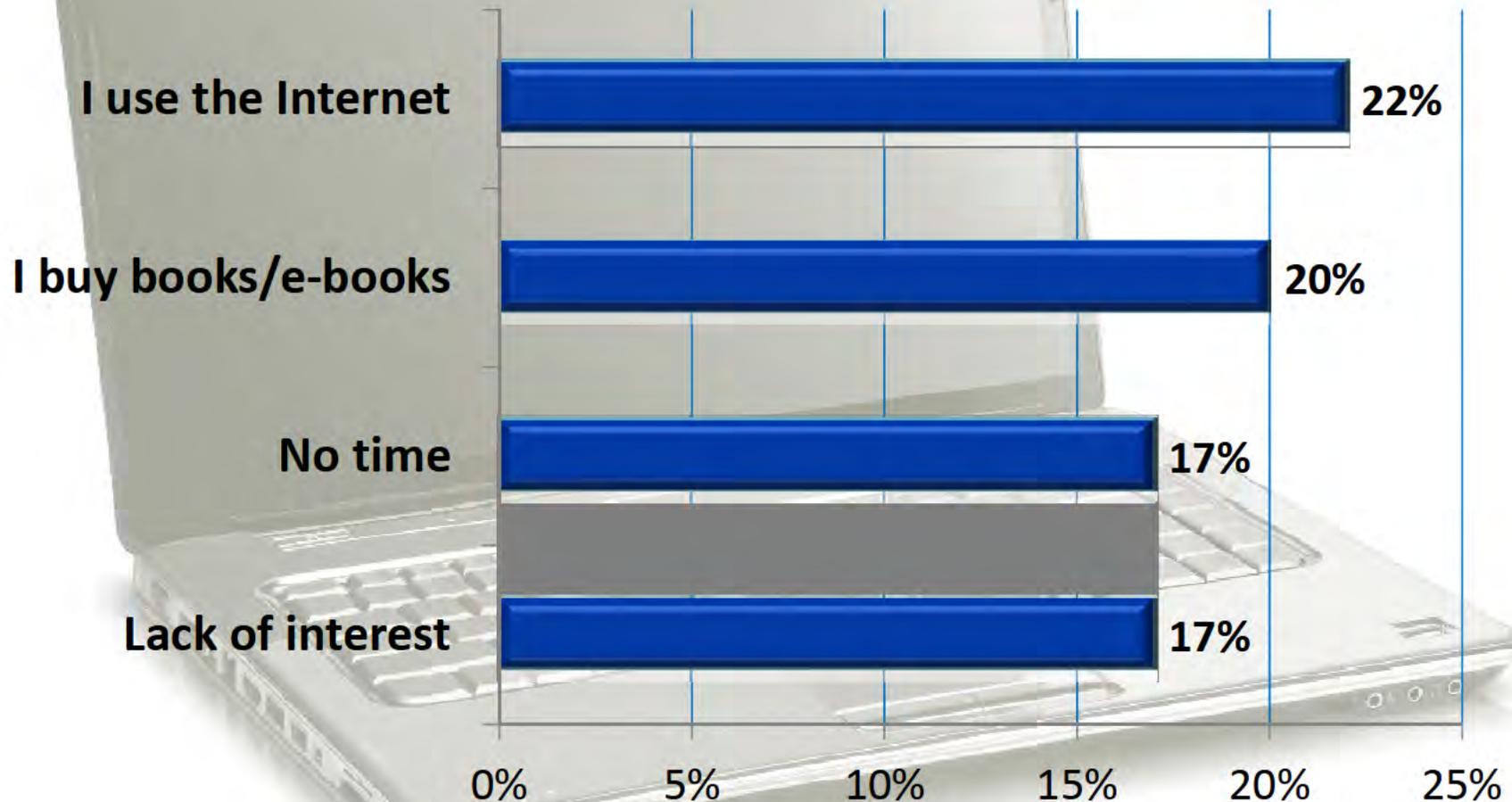
- “I see stuff in my neighborhood that needs to be gone. Cars that have been sitting on the street forever.”
- “My neighbor’s junky car with expired tags has been sitting for over two years.”
- “We have a house on our street that everyone on the street has called on repeatedly and nothing has been done.”

n=30 who disagreed with statement

Used the Library?



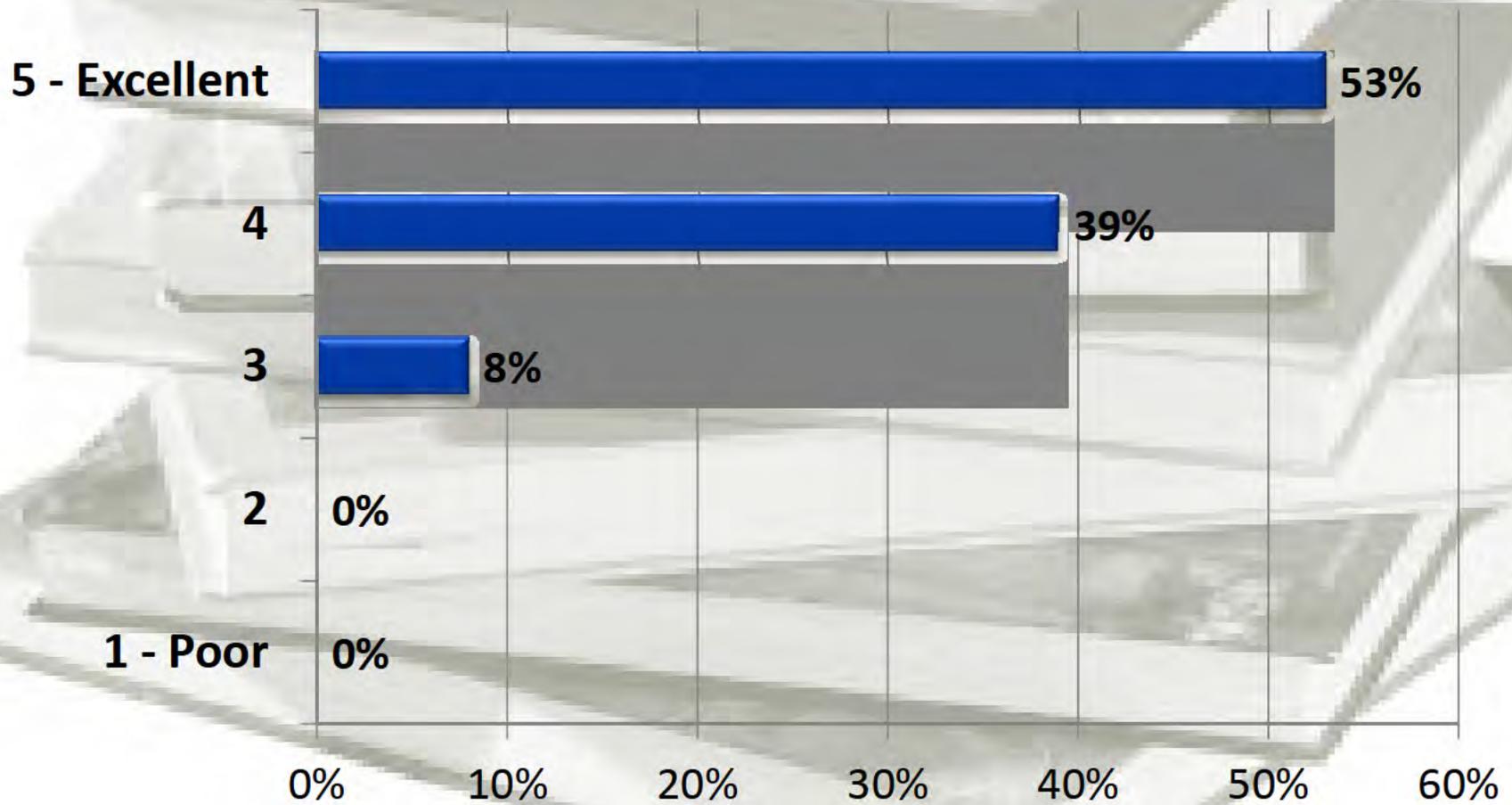
Main Reasons for Not Using Library



Base = 46% who did NOT use library.

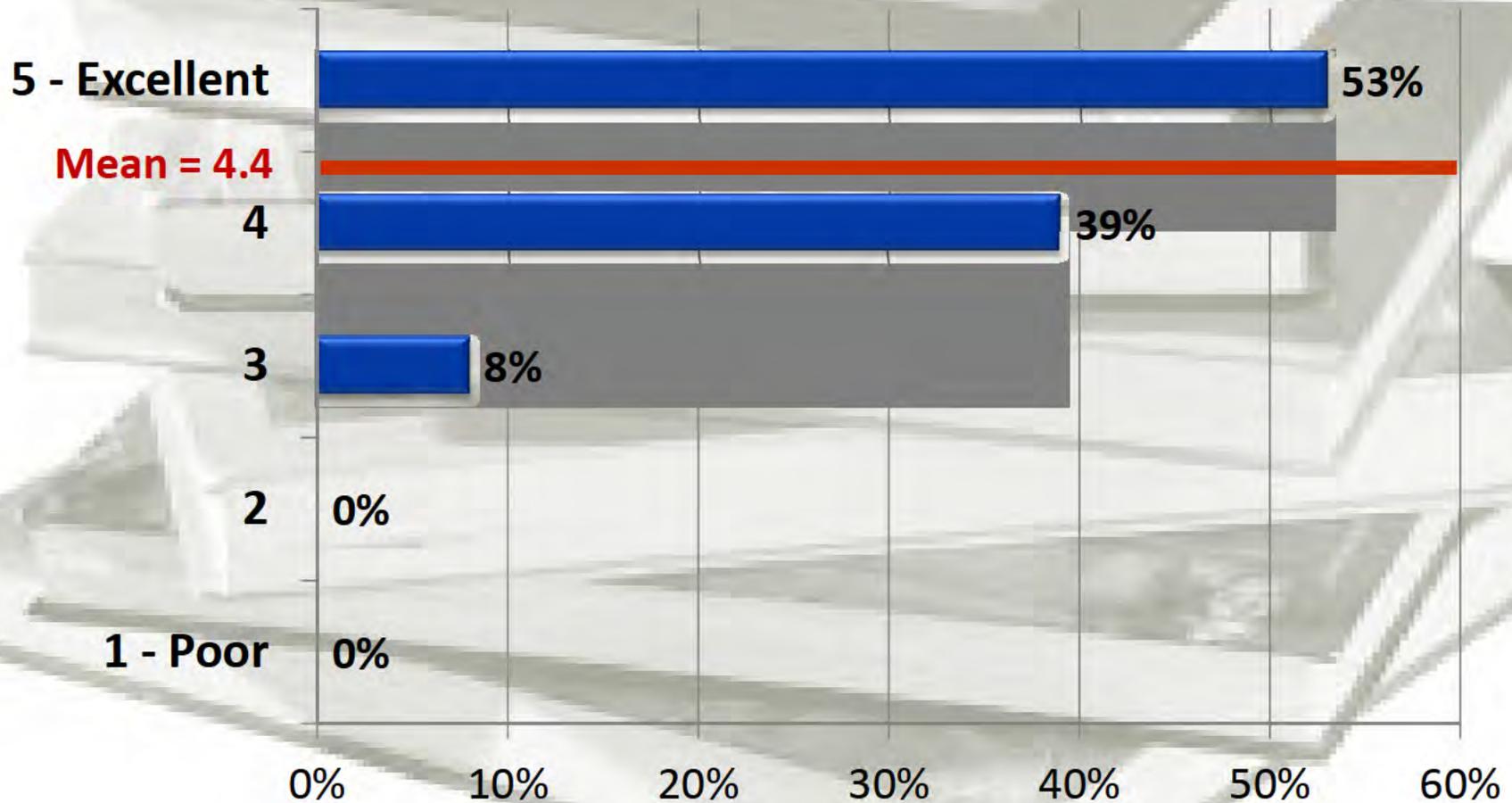
Multiple responses possible; total may exceed 100%.

Overall Rating of Library



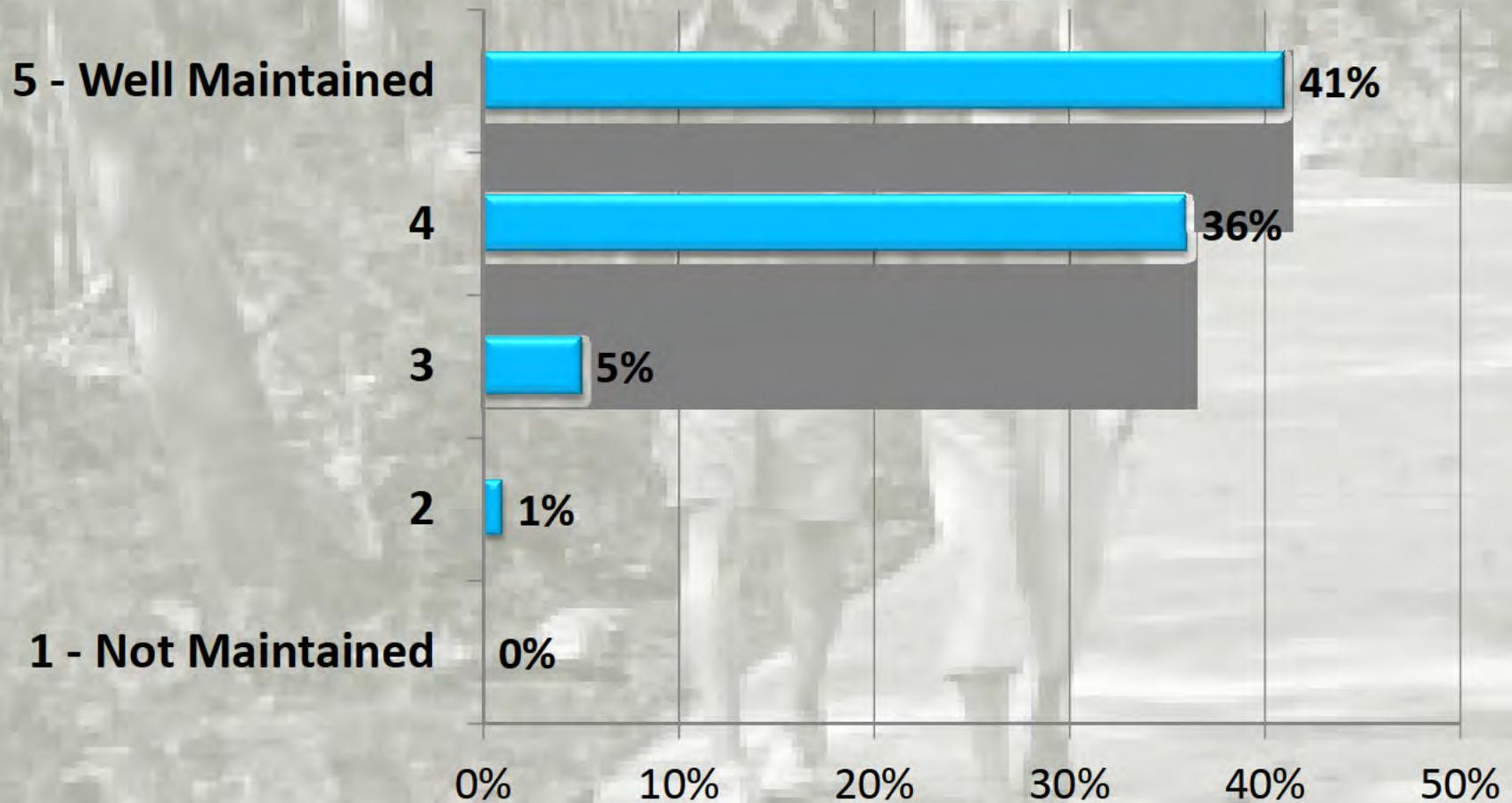
Base = 54% who used the library.

Overall Rating of Library

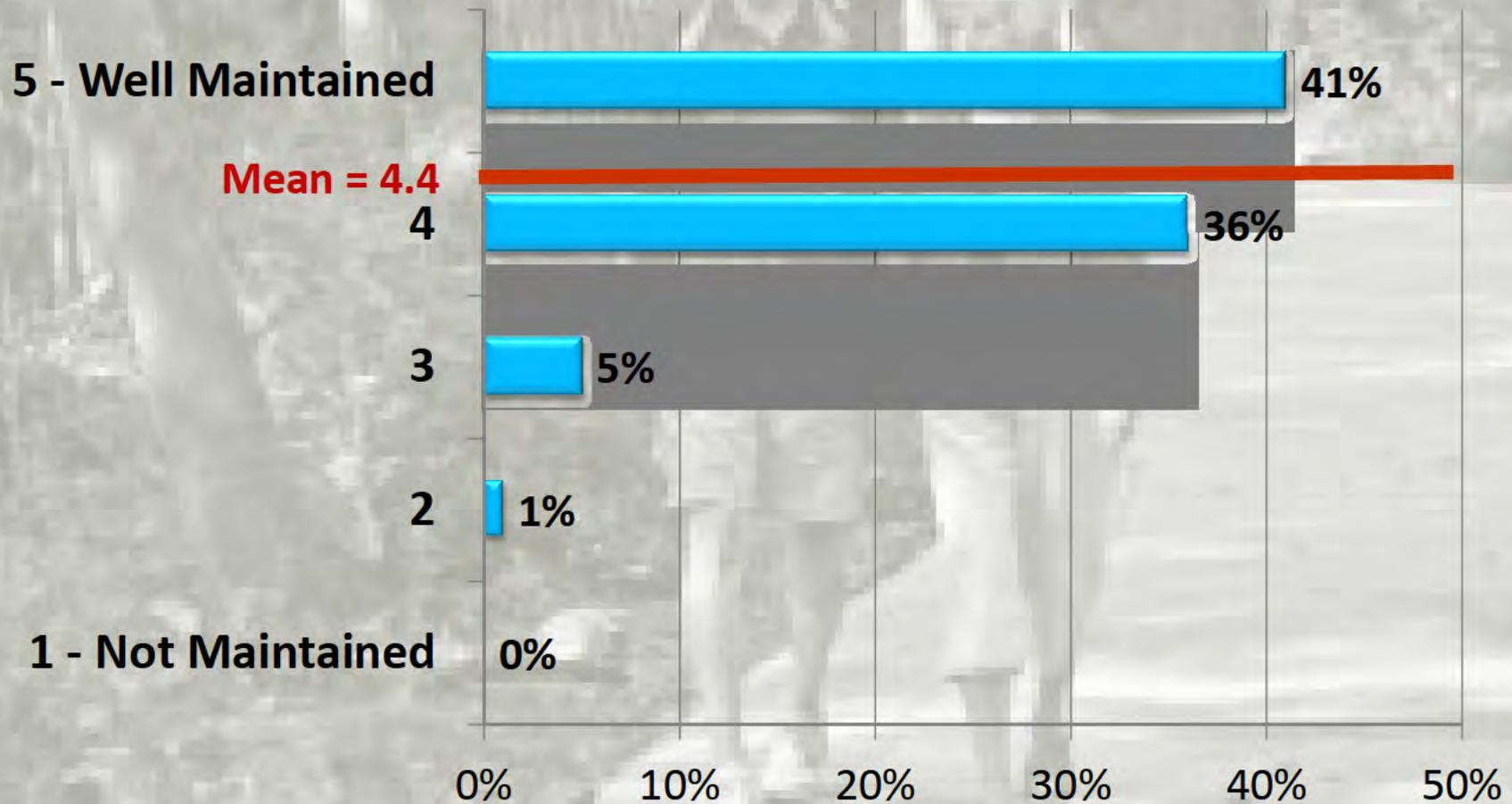


Base = 54% who used the library.
Mean=4.4 on a 5-Point Scale.

Overall Rating of Parks and Trails

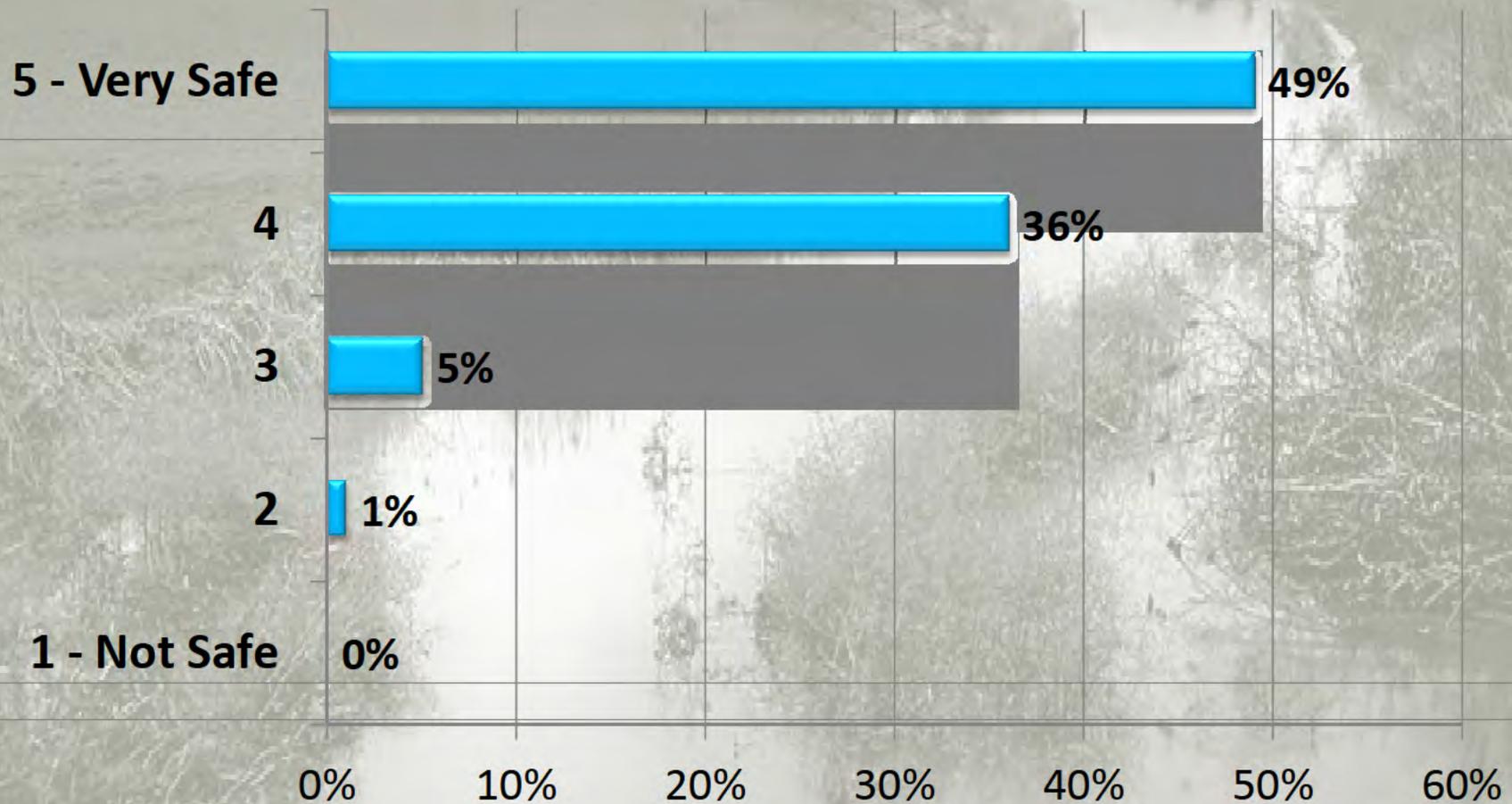


Overall Rating of Parks and Trails

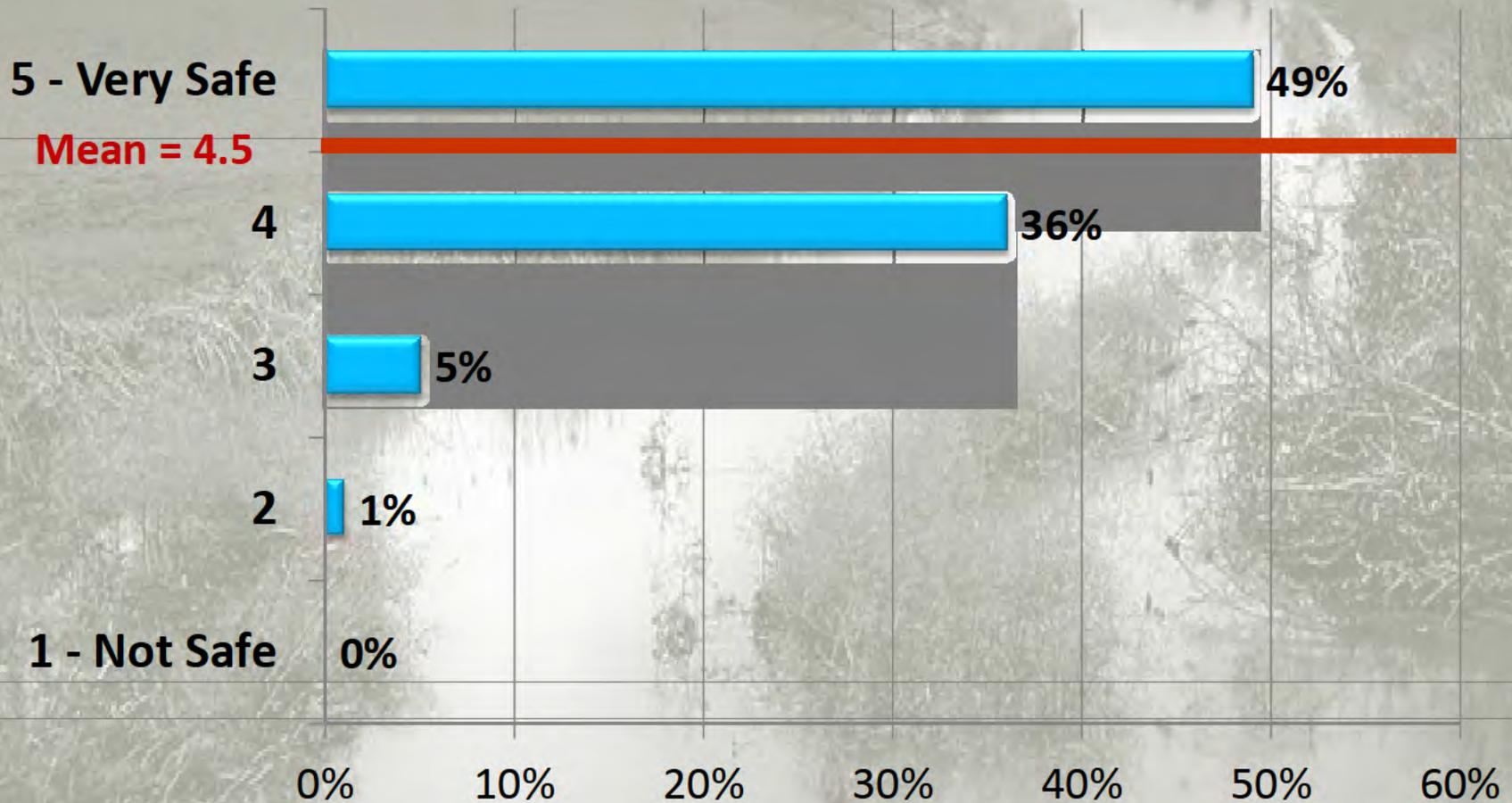


Mean=4.4 on a 5-Point Scale.

Safety when Using Parks and Trails



Safety when Using Parks and Trails

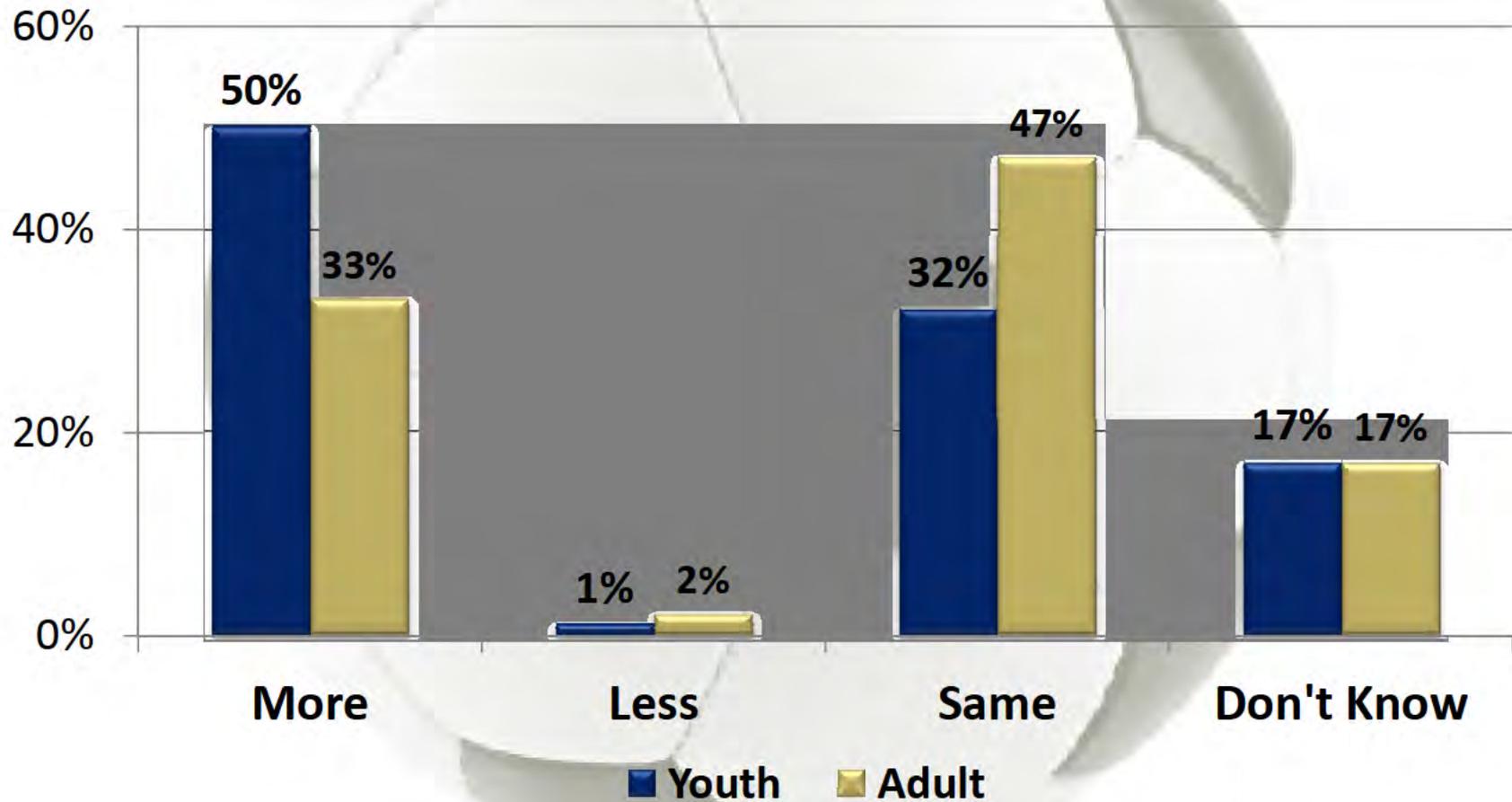


Mean=4.5 on a 5-Point Scale.

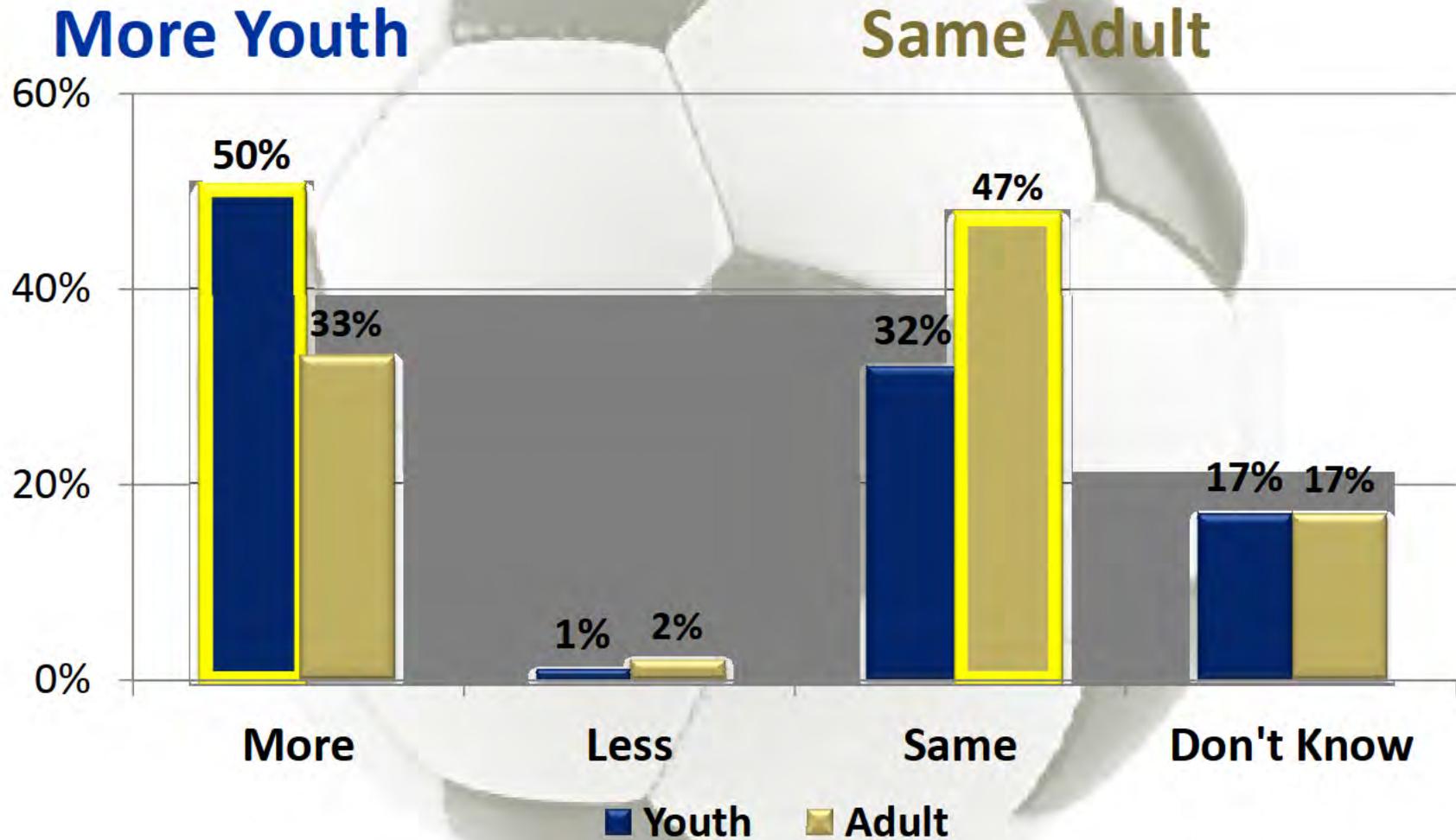
Use of the Rickreal Trail System



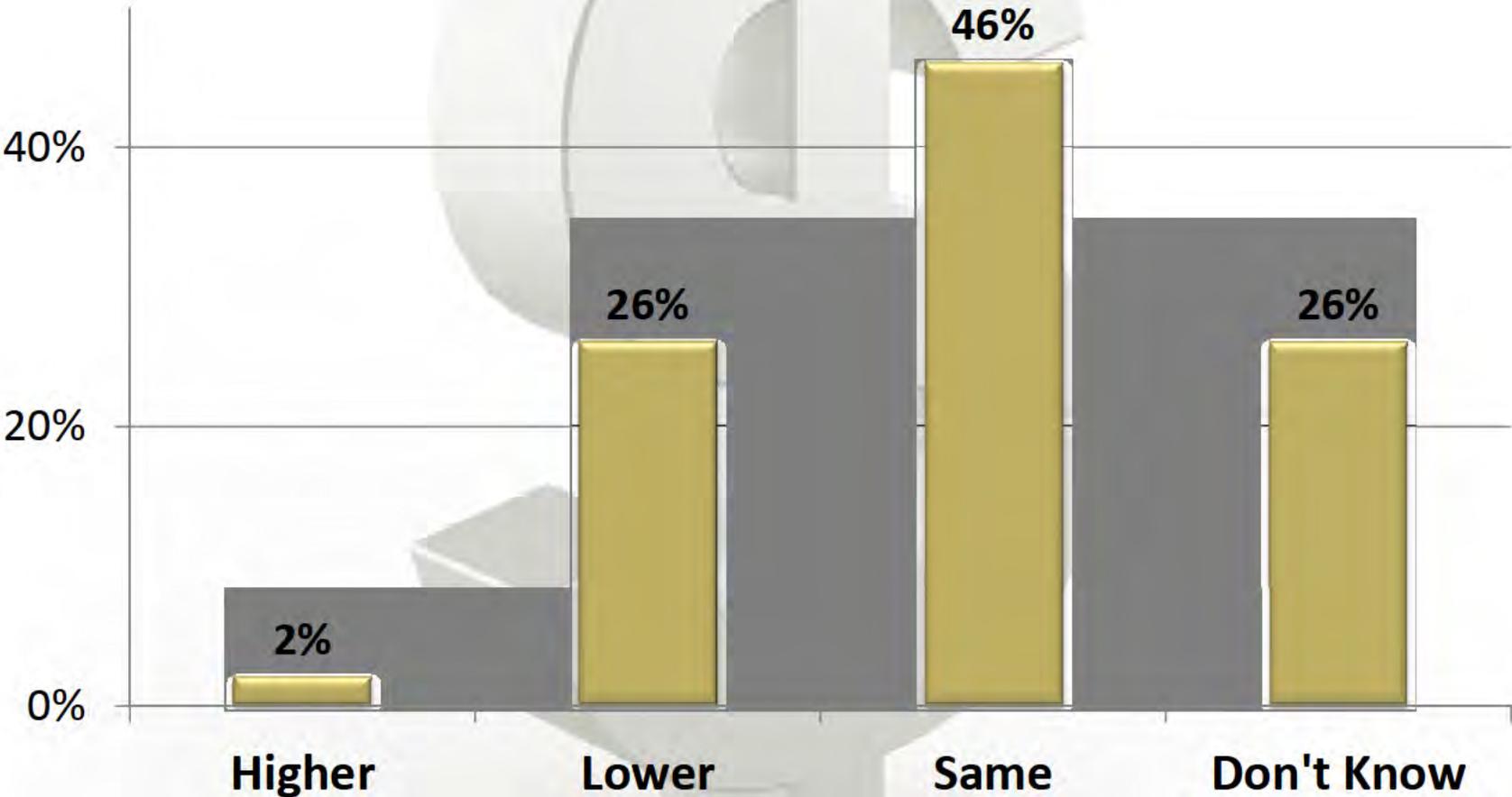
Recreational Activities



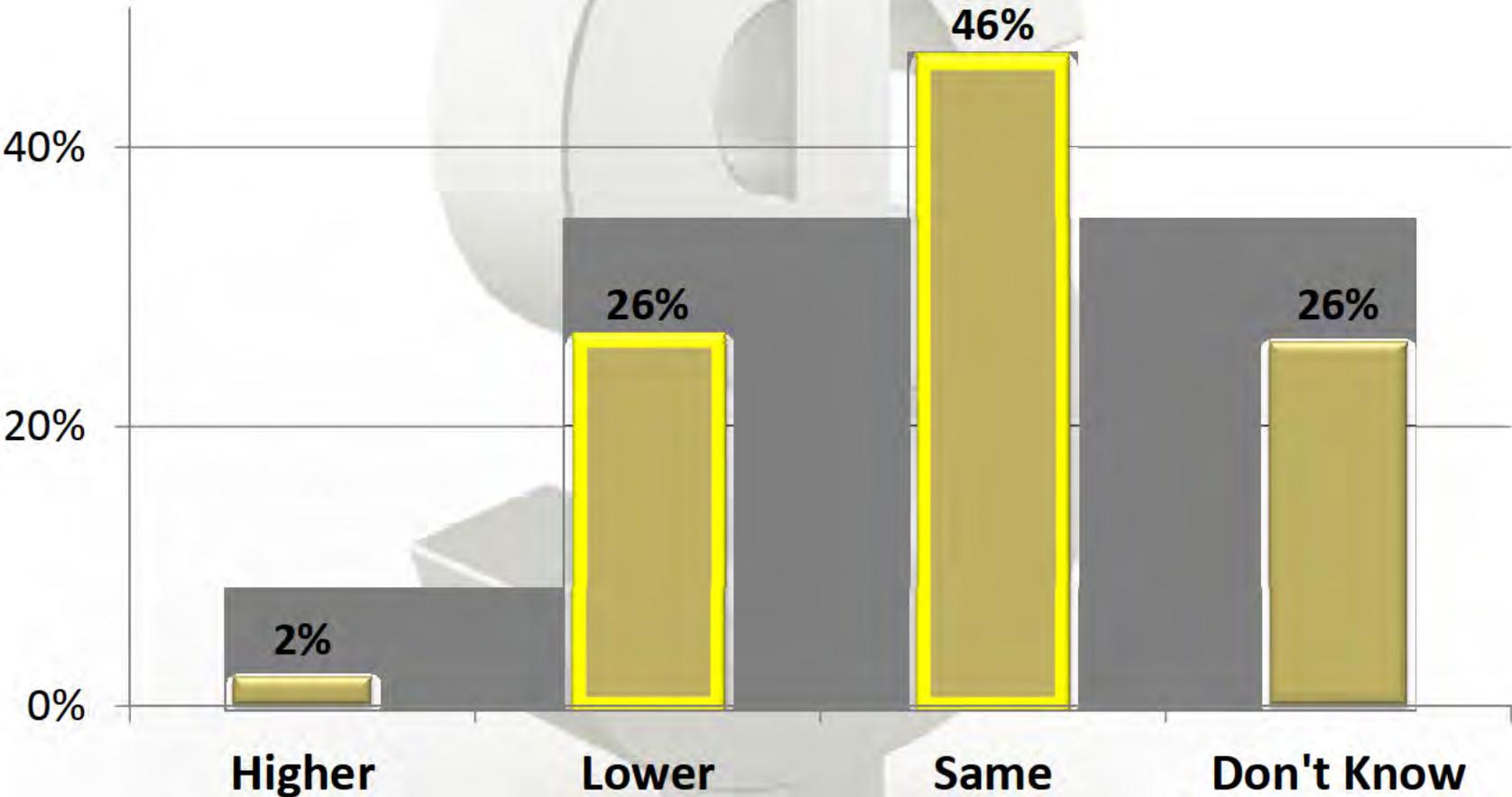
Recreational Activities



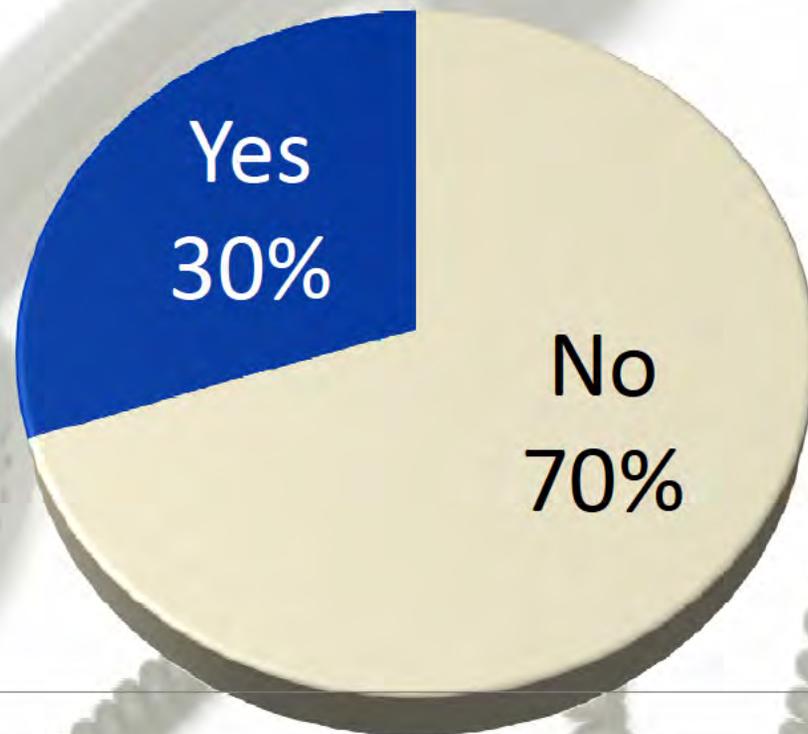
Price of Youth Recreational Activities



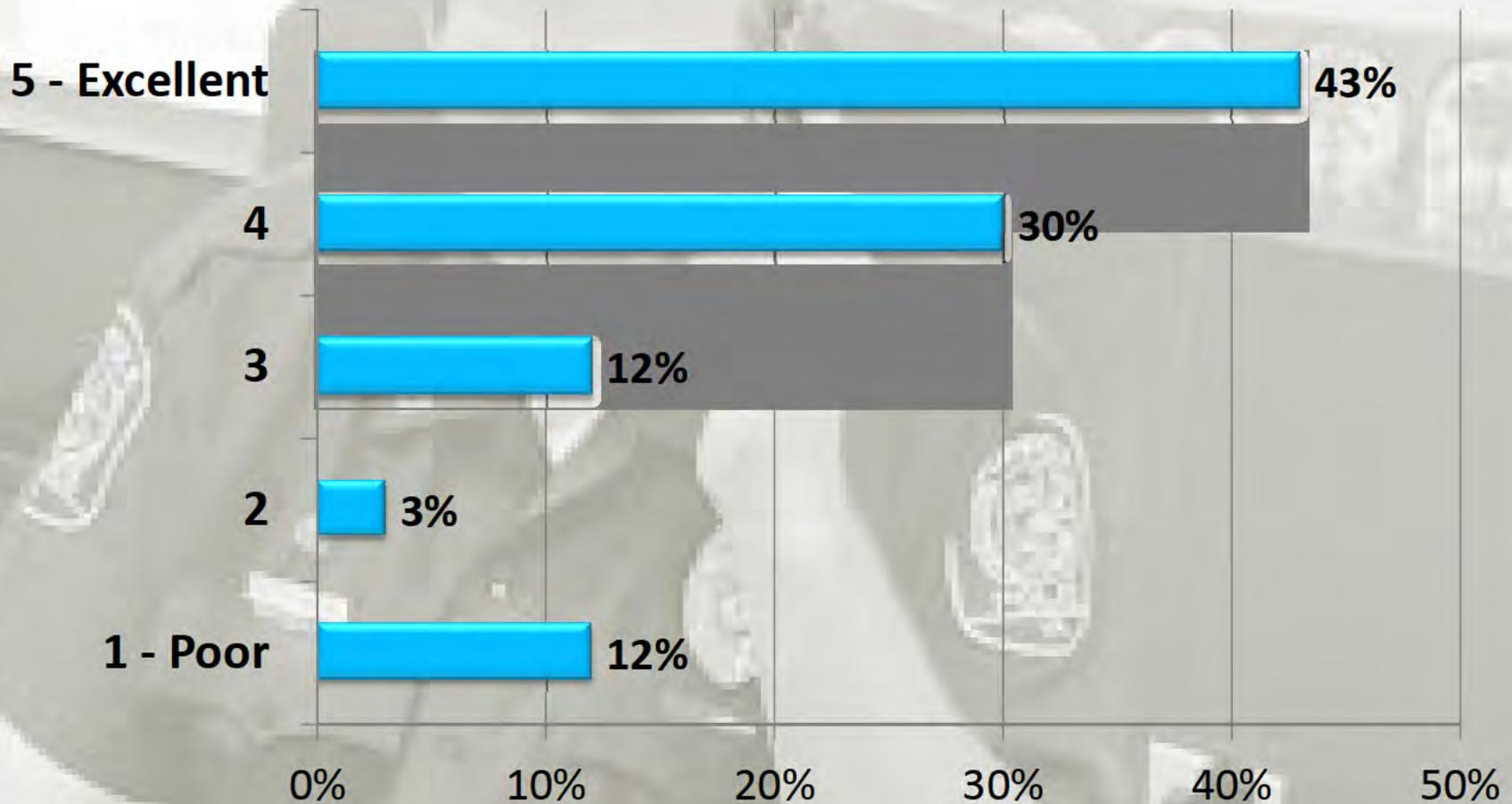
Price of Youth Recreational Activities



Contacted City Departments?

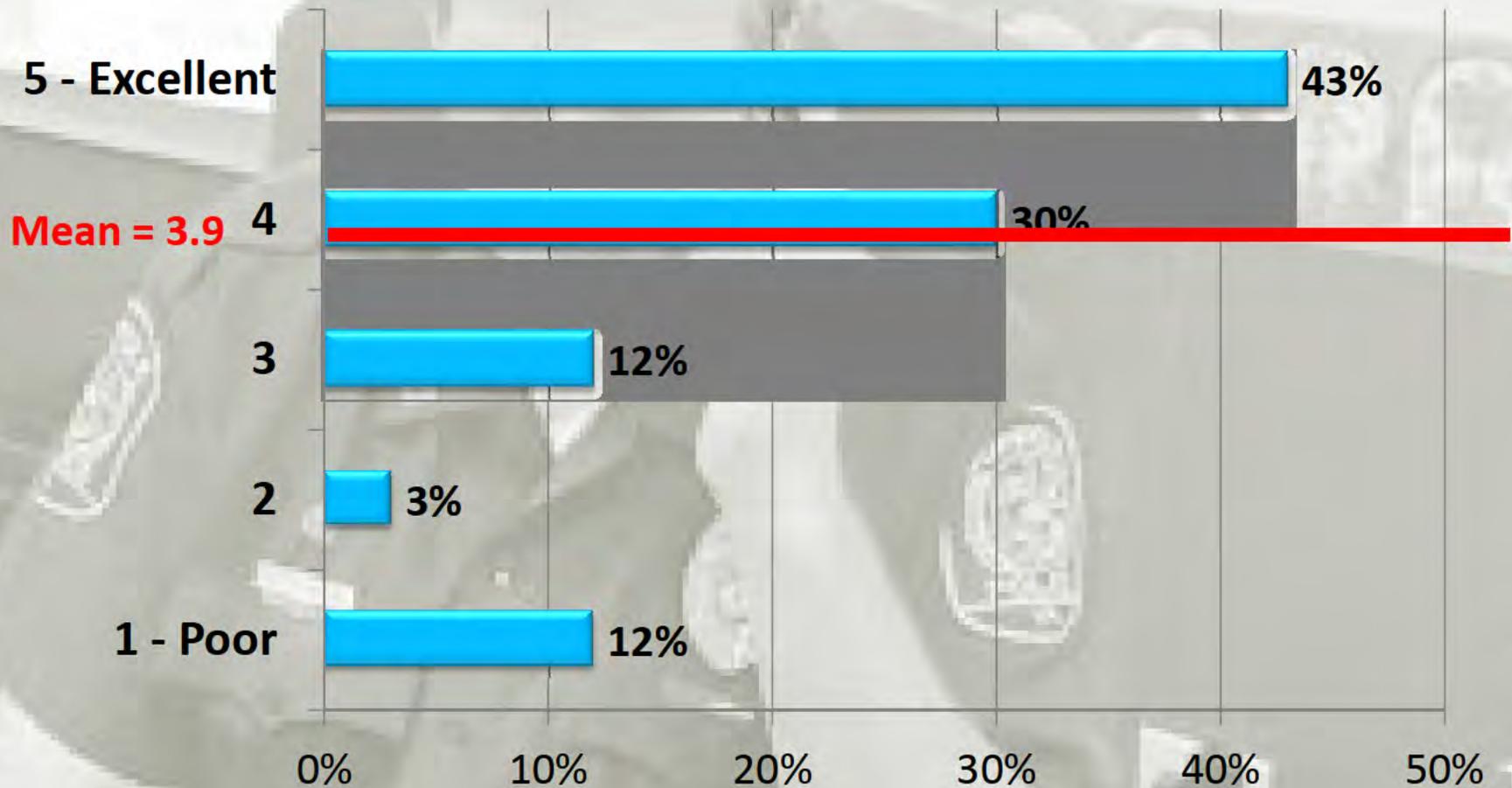


Rating of City's Response



Base = 30% who contacted the city.

Rating of City's Response



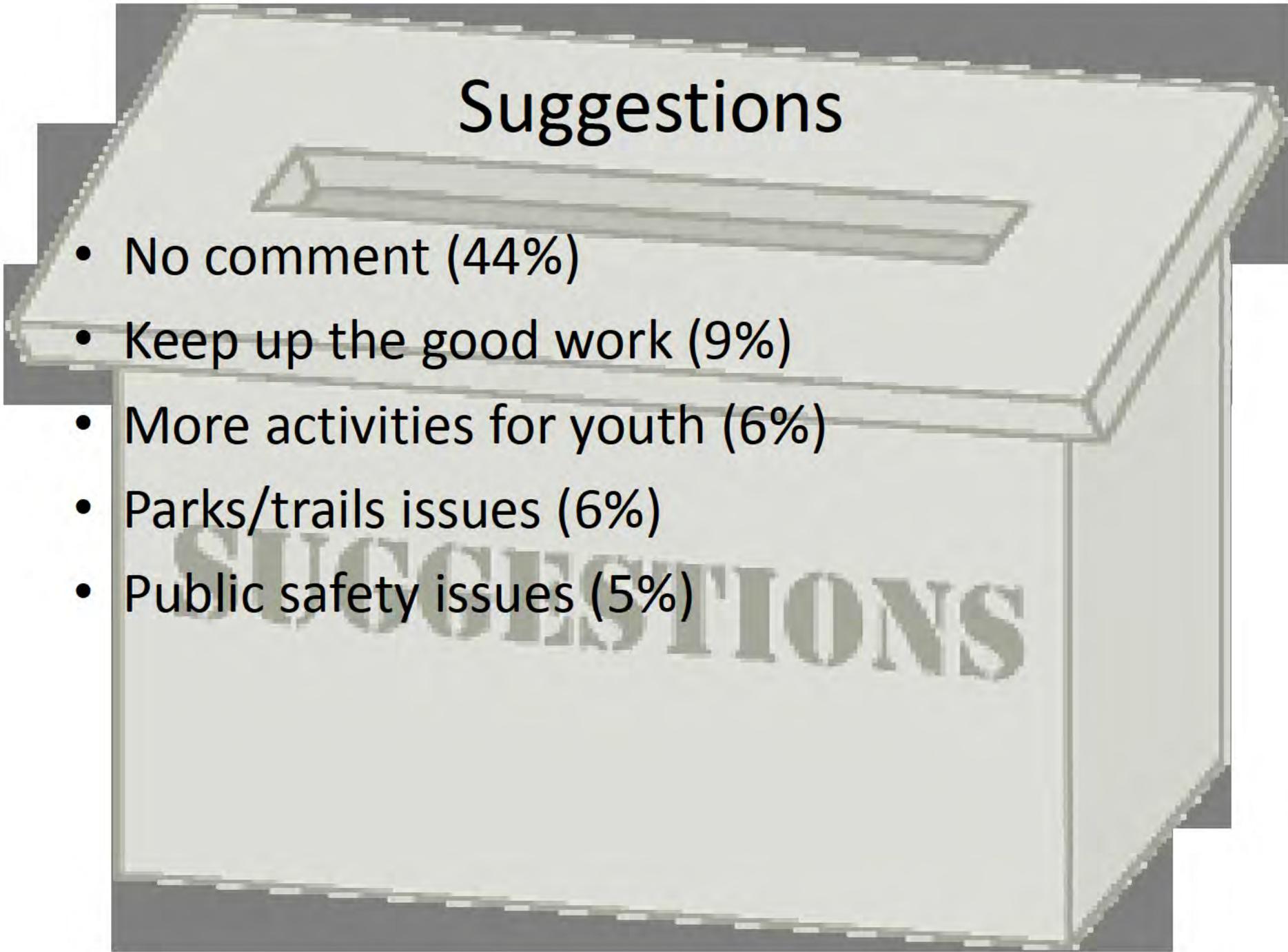
Base = 30% who contacted the city.
Mean=3.9 on a 5-Point Scale.

Dissatisfied with Response

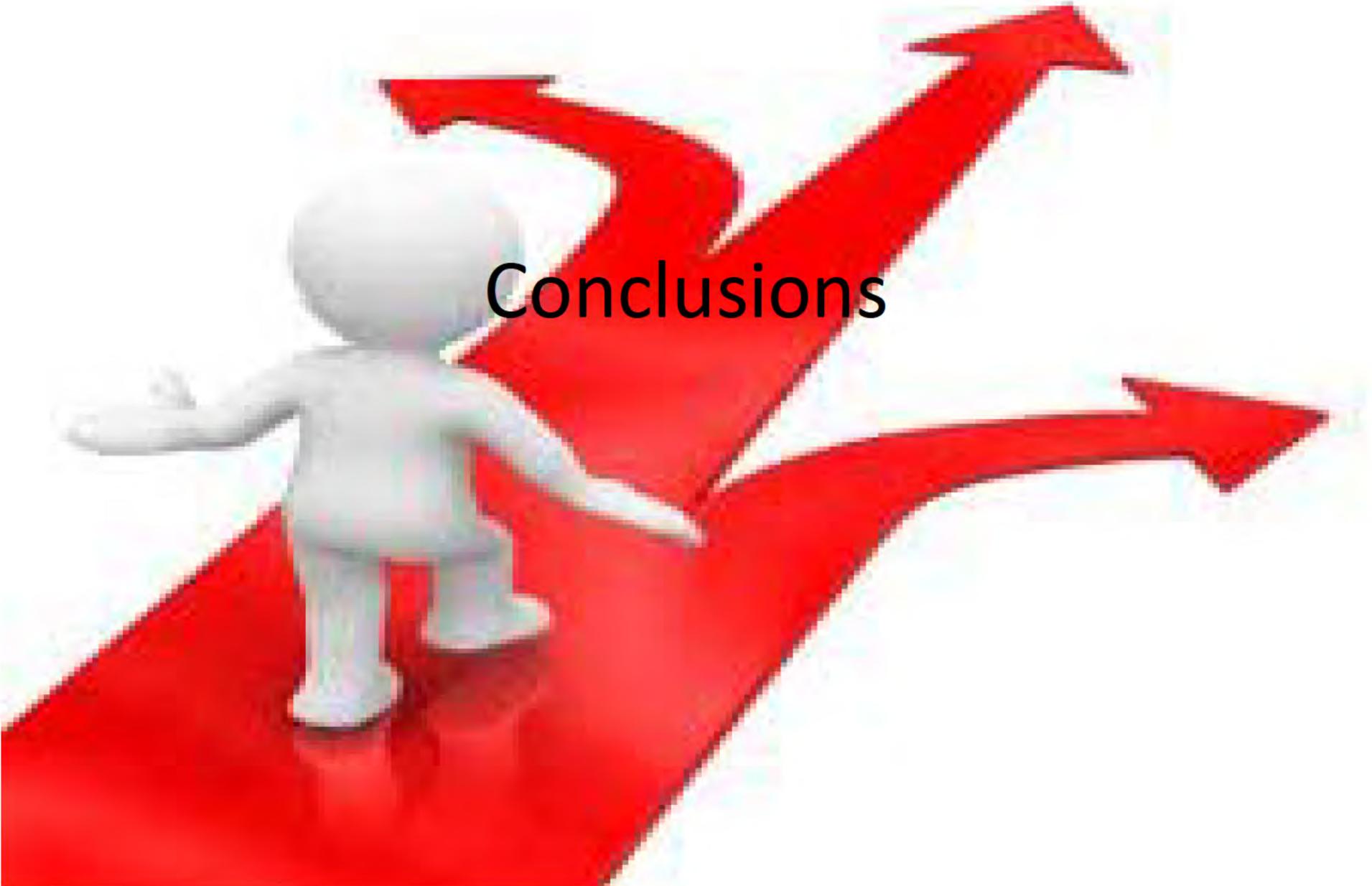
- Police: 5
- Aquatic Center: 2
- Water Department: 2
- Street Services: 2
- Code Enforcement: 2
- City Manager, Building Department, Youth Sports Department, Animal Control: 1 each

n=19 dissatisfied with response

Suggestions



- No comment (44%)
- Keep up the good work (9%)
- More activities for youth (6%)
- Parks/trails issues (6%)
- Public safety issues (5%)

A 3D white figure stands on a red path that splits into three arrows pointing in different directions. The figure is positioned at the junction of the paths, with its arms outstretched as if presenting the options. The background is white.

Conclusions

Positives

A 3D rendered white figure, resembling a stylized person or character, is positioned in the background. The figure is holding a large, white checkmark in its right hand, which is extended towards the right side of the frame. The figure's head is slightly tilted, and its body is simple and rounded.

- Small town feel
- Sense of community
- Safe community
- Confidence in city police and emergency services
- Aquatic Center
- Library
- Parks & trails; safety using parks & trails
- Utilities (garbage service, water service)

Ratings of 4.4 or higher

Opportunities

- Use of city tax dollars (3.5)
- Street maintenance (3.6)
- Communication channels between city and residents (3.7)
- Beautification of roadways (3.8)
- Increased youth recreational activities (50%)

Ratings of 3.8 or lower



Questions?



Contact

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